BROADCASTING

Broadcast Advertising

Vol. 13 • No. 11

WASHINGTON, D. C.
DECEMBER 1, 1937

Foreign
$4.00 the Year

$3.00 the Year
15¢ the Copy

Published Semi-Monthly, 25th issue (Yearbook Number) Published in February

THE JOHN CRERAR
NOV 30 1937
LIBRARY

Market Bites Man!

(Please follow this dull charade with your undivided attention; there are so many facts in it...)

Three weeks ago our Chief Statistician called in some people named Ross-Federal. Plucking his slide rule from his tunic, our C. S. said, "Gentlemen, let us descend upon a city known as Newark and conduct a coincidental. Let us know how large an audience L. Bamberger & Co.'s Mr. Ed Fitzgerald has on WOR between 9:00 and 9:15 A.M. in metropolitan Newark and some towns to the east and west of it."

So it was agreed.

Came back Ross-Federal. In time emerged this report: L. Bamberger & Co.'s Mr. Ed Fitzgerald held 41% of the total audience for three days and on one day niblicked his total to 54%; while 77% of Mr. Fitzgerald's listeners identified his sponsor and on no one day did the second competing station have more than 20% of the total listeners at L. Bamberger & Co.'s time.

Then, the market bit the man!

"Ah!" said our C. S. "Here's this city known as Newark in whose retail trading area 1,000,000 people live. Here's a city where 17% of the total morning radio owners LISTEN. And WHAT have WE been doing? We've been talking about metropolitan New York as if it were the only market we've got, while another of the world's greatest markets is just across the river from us. And each day WOR pumps 50,000 good watts into it. And people LIVE and BUY and have babies and l-i-s-t-e-n!"

Put THAT in your tambourine and thump it!

WOR

RADIO

is the medicine for sluggish sales!

Are your selling efforts suffering from Low Ad Pressure?

Take the radio treatment. It works miracles—but *not* in the hands of those who have not studied the field.

Many of the worst cases of Sluggish Sales on record respond quickly to a radio transfusion of new ideas.

But, before you start to use radio broadcasting, consult a specialist. Select your markets, your radio stations, your programs and your time on the air—as carefully as a skilled physician prescribes the compounding of potent elements to achieve specific results.

We maintain at every Hearst Radio office a staff of Radio Consultants who will gladly advise you on radio potentialities for your particular purpose. Our time is your time.

And remember, your business does not have to be sick to benefit by judicious broadcasting. Radio also keeps a perfectly healthy business strong.

HEARST RADIO presents 10 major markets

WBAL	Baltimore	KNOW	Austin
WCAE	Pittsburgh	WISN	Milwaukee
KEHE	Los Angeles	KOMA	Oklahoma City
WACO	Waco	KTSA	San Antonio
WINS	New York	KYA	San Francisco

Serving the Public Interest

[redacted]

THE YANKEE NETWORK

Attuned to the Tempo of 1937-1938 Selling

14 STATIONS

WNAC	Boston
WTIC	Hartford
WEAN	Providence
WTAG	Worcester
WICC	Bridgeport / New Haven
WNLC	New London
WCSH	Portland
WLBZ	Bangor
WFEA	Manchester
WSAR	Fall River
WNBH	New Bedford
WLLH	Lowell
WLNH	Laconia
WRDO	Augusta

THE past year will be recorded as a period of success and prosperity by The Yankee Network and the advertisers who are using its facilities. With its fourteen popular local stations covering all of New England's major markets and with its programs commanding an audience of steadily increasing size and loyalty, this group of stations is established as the vital factor in New England trade.

The coming year beckons with bright promise. In the future, even more than in the past, the network and its personnel will be equipped for effective service; they offer direct contact with a vast and active shopping region, they are attuned to the tempo of modern selling.

With happy memories and eager anticipations
we offer the time-hallowed greeting

Merry Christmas
and
Happy New Year

THE YANKEE NETWORK, INC. 21 BROOKLINE AVENUE BOSTON, MASSACHUSETTS

EDWARD PETRY & CO., INC., Exclusive National Sales Representatives

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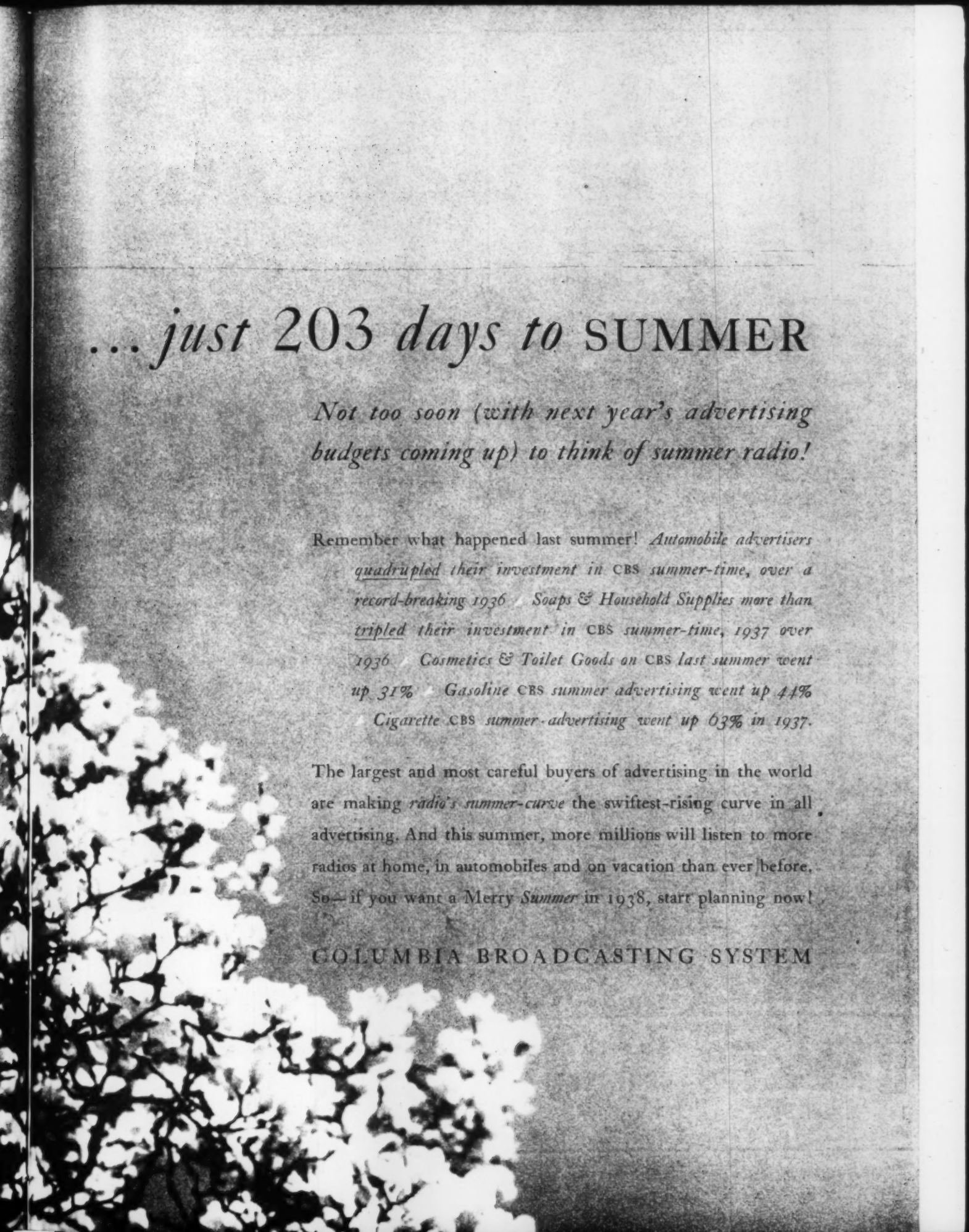
XUM

XUM



... *just* 203 *days to* SUMMER

Not too soon (with next year's advertising budgets coming up) to think of summer radio!

Remember what happened last summer! *Automobile advertisers quadrupled their investment in* CBS *summer-time, over a record-breaking 1936 / Soaps & Household Supplies more than tripled their investment in* CBS *summer-time, 1937 over 1936 / Cosmetics & Toilet Goods on* CBS *last summer went up 31% / Gasoline* CBS *summer advertising went up 44% / Cigarette* CBS *summer-advertising went up 63% in 1937.*

The largest and most careful buyers of advertising in the world are making *radio's summer-curve* the swiftest-rising curve in all advertising. And this summer, more millions will listen to more radios at home, in automobiles and on vacation than ever before. So—if you want a Merry *Summer* in 1938, start planning now!

COLUMBIA BROADCASTING SYSTEM

XUM

NEW STATIONARY MOUNTING FOR THE PRESTO RECORDER

IMPROVE the performance of your Presto recorder by mounting it on this new stationary base. The Presto 180-A mounting adds weight and rigidity to your turntable . . . reducing the effect of vibration from outside sources . . . and it improves immensely the appearance of your installation.

The type 180-A mounting is a high grade, close grained, iron casting weighing 40 pounds. It is equipped with adjustable mounting feet for accurately leveling the turntable. And it is drilled and tapped to accommodate the standard Presto 16" recorder chassis. You can transfer your recorder from the carrying case to the stationary mounting in less than 10 minutes time.

Install these mountings in your control room. Get the advantages of a heavy stationary recorder for studio work and at the same time have a recorder that can be adapted for outside use when necessary.

PRICE OF 180-A MOUNTING

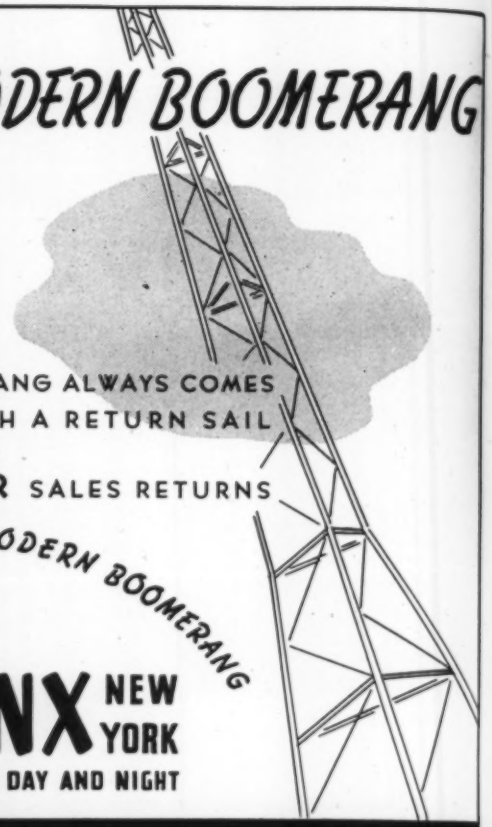
When furnished in place of carrying case	$16.00
Price when purchased separately	36.00

Above Prices Are Net To Radio Stations.

PRESTO RECORDING CORPORATION

147 W. 19th ST. NEW YORK, N. Y.

THE MODERN BOOMERANG



A BOOMERANG ALWAYS COMES BACK WITH A RETURN SAIL

FOR **YOUR** SALES RETURNS

USE THE MODERN BOOMERANG

WBNX NEW YORK

1000 WATTS DAY AND NIGHT

The Station that Speaks Your Language

COMPLETING its 16th year of serving Arizona with the best in radio KTAR, Phoenix, pledges a furtherance of progressive policies to maintain its great audience acceptability!

1,000 WATTS FULL TIME ★ 620 KILOCYCLES

"Blanketing the Gold Nugget of Western Markets"

KTAR

Representatives—

E. KATZ SPECIAL ADVERTISING AGENCY

New York, Chicago, Detroit, Atlanta, Philadelphia, Kansas City, Dallas

WALTER BIDDICK CO.

Los Angeles, San Francisco, Seattle

Northeastern Pennsylvania makes a nice package...

WGBI can "wrap up and deliver" 175,000 radio homes in Northeastern Pennsylvania because these homes are absolutely dependent upon this CBS outlet for satisfactory broadcast service.

WGBI broadcasts from the center of the 17th largest U. S. Metropolitan area and is located in Scranton, Pennsylvania's third largest city.

WGBI is a MUST station on your list if you are to do a complete selling job in Northeastern Pennsylvania.

★ CBS ★

WGBI

SCRANTON, PENNA.

SCRANTON BROADCASTERS, INC
FRANK MEGARGEE, *President*
☆
National Representatives JOHN BLAIR & CO.

1,000 WATTS *L.S.*
500 WATTS NIGHT
880 KILOCYCLES

The ARIZONA Network

Announces the Affiliation of

KSUN

BISBEE • LOWELL • DOUGLAS
250 Watts Day • 100 Watts Night

The addition of KSUN to the link already established by KOY between that station and KGAR Phoenix is a further step in the progress of KOY to give Arizona people the best possible radio service.

To advertisers this three station hookup offers maximum coverage of Arizona's major market at a reasonable cost—and from which commensurate results can be expected.

In its first year of the present ownership KOY has installed new equipment throughout, has established local progress of outstanding interest, has brought the Columbia network to Arizona and through Transradio Press gives listeners complete national and local news. The result—Arizona has gone KOY—and KOY advertisers profit accordingly.

KOY Manager—Fred Palmer **KGAR Manager—Frank Howe** **KSUN Manager—H. Carleton Morris**

The Arizona Network is affiliated with CBS and Transradio Press.

The Voice of Arizona

KOY

For rates, time available and all details, consult John Blair Company, Chicago, New York, Detroit, San Francisco, and Los Angeles, or write KOY.

100 Watts • Day and Night Affiliate

Burridge D. Butler, *Chairman*
Fred Palmer, *Manager*

BROADCASTING
and
Broadcast Advertising

Vol. 13. No. 11 WASHINGTON, D. C., DECEMBER 1, 1937 $3.00 A YEAR—15c A COPY

Havana Group Focuses on Clear Channels

Conference Is Ready to Take Up Broadcast Allocations; Accord Is Noted on Regional Station Assignments

By Special Correspondent

HAVANA, Nov. 26.—Reserving its most important problem—North American broadcast allocations—for its last order of business, the Inter-American Radio Conference here has about completed all other aspects of its work and now is plunging into the home stretch on an agreement for use of channels in the band 550 to 1600 kc.

While still in the sub-committee stage, the conventional band broadcast allocations are expected to become the major order of business during the first week of December, with adjournment hoped for by the end of that week or in no event later than Dec. 10. The nature of the sub-committee discussions has been kept confidential, and for that reason the status of negotiations on the most important problem before the conference is not known.

Nevertheless, it has been indicated that, as was suspected, the differences between the North American nations have developed entirely on the distribution of clear channel facilities, with the total demands far exceeding the total supply. Involved in this, of course, are the United States, Canada, Mexico and Cuba, and to a lessor degree such nations as Newfoundland, Haiti and the Dominican Republic. The latter two nations have not been attending the meeting, even though a part of the American region, because of internal difficulties, and the Newfoundland delegate, Claude A. Fraser, departed last week, leaving his interests with the Canadian delegation.

Presumably, substantial agreement has been tentatively reached in the sub-committee sessions on all save clear channel allotments in the conventional 550 to 1600 kc. band. The fact that the regional stations are satisfied with the proceedings was indicated with the departure from Havana on Nov. 21 of Paul D. P. Spearman, counsel for the National Association of Regional Broadcast Stations, and on the following day of Dr. G. W. Pickard, consulting engineer for that group.

This presumably means that there has been substantial agreement on regional station assignments and classifications on a shared channel basis, and that the nations are satisfied with the proposals advanced by the United States Delegation on mileage and power limitations on such frequencies, to avoid interference. Basically, the United States proposals for the conventional broadcast band were those embraced in the Engineering Report of last January of FCC Commissioner T. A. M. Craven, then chief engineer, and the chairman of the American delegation to the conference, and A. D. Ring, assistant chief engineer for broadcasting.

This report, proposing six instead of three major classifications of stations and providing for reduction of the number of clear channels from 40 to 25, was agreed to at a preliminary technical conference of the four major North American nations in Havana last March. The broad principle involved was that of recognition of mileage separations even with transmitters of 50,000 watts to be used on a shared channel basis and for definite interference limits on use of power in the regional and local categories. Provision for 5,000 watts power at night on certain regionals was made, as against the present maximum of 1,000 watts night, and for increase of powers of locals to 250 instead of 100 watts night, where interference limits permit through adequate geographical separation.

With all save the regular broadcast band cleared up, and with everything in the broadcast band apparently agreed to except clear channel allocations, delegates are hopeful of arriving at an amicable solution within the next fortnight. While there have been threats of an impasse, confidence was expressed that an agreement, in treaty form, would be reached.

Conciliatory Attitude

All present, including industry observers, were distinctly impressed with the fairness with which all interests are being treated and considered by the delegates and their frank discussion of the problems. No controversies developed within the ranks between the clear channel and regional groups, networks or other industry interests represented. James W. Baldwin, NAB managing director, returned to Washington on Nov. 21 after having been at the conference since it convened Nov. 1, but there was the possibility he would return.

On the clear channel demands, it was apparent that much depended on such questions as the extent to which the band 1500-1600 kc. will be deemed acceptable for some such channels, the extent to which channels will be duplicated as between Canada and Mexico and Cuba, and similar issues. The fact that utmost good will and a conciliatory attitude is being displayed by all North American delegations indicated a determination to reach an amicable agreement.

Chairman Craven of the American delegation left suddenly Nov. 25 for Washington at the behest of chairman Frank R. McNinch. He was expected to spend one business day—Monday Nov. 29 in Washington to work with the FCC in adopting rules relating to its reorganization (See page 14) and probably to vote on certain other matters, and then return to Havana by Dec. 1.

Ultra-High Action

Comdr. Craven has been under considerable handicap because his brother delegate, R. Henry Norweb, American minister to the Dominican Republic, has not been present practically since the first days of the conference due to Haitian-Dominican border difficulties which forced return to his diplomatic post. Thus Comdr. Craven and his advisors have been working day and night, but the Commissioner's tactfulness and ability have won the plaudits of all those present.

Allocations above 1600 and including the ultra-high frequencies in substance have been agreed to, and no longer constitute any serious problem. On international

(*Continued on page 66*)

HARD WORK AT HAVANA—As discerned by our candid cameraman Jack DeWitt, chief engineer of WSM. In left photograph an absorbing conference of U. S. and Canadian delegates, left to right: Comdr. T. A. M. Craven, chief of U. S. delegation; C. P. Edwards, Canadian Department of Transport; Luarent Beaudry, chief of Canadian delegation. Second photo at left shows hard-working group on Havana Country Club beach; left to right: G. F. Leydorf, WLW; James W. Baldwin, NAB; Paul D. P. Spearman, counsel for Regional Channel Group; Senor Emilio Ascarraga, XEW, Mexico City. Third photo shows P. J. Hennessey, NBC; Mr. Spearman, and A. D. Ring, FCC assistant chief engineer. Right photo shows Canadian group at Sevilla Biltmore, where most of the more important committee sessions are held; left to right: Walter Rush, C. P. Edwards, J. W. Bain and Conald Manson. Comdr. Craven left Havana Nov. 25 for Washington, but was due to return there Dec. 1.

XUM

Shift in WPG to Clear Way For Bulova Network in East

Atlantic City Mayor Agrees to 1130 Assignment; WOV, WPEN, WELI, WNBC and Boston Included

FORMATION of a North Atlantic coastal network to stretch from Philadelphia to Boston under the direction of Arde Bulova, prominent watch manufacturer and broadcaster, approached fruition with the approval Nov. 19 of a plan whereby WPG, the municipal station in Atlantic City, changes frequency, thus clearing the way for a full-time high-power outlet in New York under Bulova ownership.

An agreement signed by Mayor White of Atlantic City approving transfer of WPG from its present 1100 kc. channel upon which it operates with 5,000 watts except for two evening hours a day, to the 1130 kc. channel on a full-time basis with 1,000 watts, paves the way for the New York full-time outlet. This transaction, however, is subject to FCC approval, and consent also must be procured from KSL, Salt Lake City to allow WPG to operate full time, with a directional antenna, on the 1130 kc. wave.

Subject to these two considerations, Mr. Bulova plans to place in operation a network of a minimum of five stations to be keyed by a full-time outlet on 1100 kc. in New York, probably with 50,000 watts. This outlet will result from the relinquishment of the 1130 kc. limited time assignment now held by WOV, New York, and the two-hour per day operation on 1100 kc. held by WBIL (formerly WLWL). Both stations were purchased by Mr. Bulova within the last year for approximately $600,000, but in separate transactions.

Stations Included

To be known probably as the International Broadcasting System, the Bulova network definitely will encompass such stations as the full-time WOV which will be established in New York; WPEN, Philadelphia, WELI, New Haven, WNBC, New Britian-Hartford, and WCOP or WORL, Boston, in all of which Mr. Bulova is said to have an ownership interest. Participating with him in this project have been the late John Iraci, president and founder of WOV, which he sold to Mr. Bulova, and president of WPEN, which he acquired afterward, and Harold A. Lafount, former member of the Radio Commission, who holds partial interest in several of the Bulova stations and presumably would become general manager of the network.

Mr. Iraci's untimely passing Nov. 24, tended to complicate the network plans and came as a severe blow to Mr. Bulova. At the time of his death, Mr. Iraci not only operated WPEN, but also WOV and WBIL. It is understood Mr. Bulova had contemplated a purchase of a 40% minority interest in WPEN from Mr. Iraci, or had actually acquired such an interest shortly before his sudden demise.

The arrangement with Atlantic City, it is understood, embraced payment by Mr. Bulova of $75,000 to defray the cost of a new 1,000 watt-transmitter for operation on 1130 kc. and to otherwise compensate it for necessary changes in location, antennas and other modern equipment to be installed. Mr. Bulova also agreed as part of the arrangement, to dismiss an application of WCOP, Boston, which he owns, for increased hours of operation from 6 to 8 daily on the 1130 kc. channel, which would eliminate danger of night interference to WPG upon its switch to that wave.

Mr. Bulova's rise in radio has been meteoric. During the last five years, he has become an important owner. He holds half interest in WNEW, New York, and also has control of WAGA, Atlanta, as well as his interests in these other stations. His plan from the outset was to form a North Atlantic regional network, but the procurement of a full-time high-power station in New York constituted the main obstacle. By surmounting these last remaining obstacles—approval of KSL consent for WPG operation on 1130 kc. full time, and approval of the FCC of both transactions—he stands to accomplish his aim.

Paid $275,000 for WLWL

His purchase early this year of WLWL from the Paulist Fathers for some $275,000, culminated a four-year fight which had many repercussions in Congress, and in which CBS was involved in its earlier stages. WOV also was affected in that conflict since WLWL sought full-time operation on the 1100 kc. channel which was blocked by the operation of WOV in the same metropolitan area on 1130 kc—only 30 kilocycles removed. Mr. Bulova purchased both stations and thereby was enabled to clear up the trouble, which had reached industry-wide proportions because of the reaction it precipitated in Congress.

Mr. Bulova is chairman of the board of the Bulova Watch Co. and a pioneer user of radio spots. His "Bulova time" announcements were among the first ever to be placed nationally.

Because of the expansion of network activities of WOV and WBIL, the stations will establish a master control room for network operations only, separate from the present routine control room. Now under construction, new facilities will begin operation Jan. 1, and will also be used by WEVD and WFAB, New York, to pipe programs to out-of-town stations. Expansion of WOV-WBIL also includes installation of A. T. & T. teletype communication.

Boake Carter's Plans

BOAKE CARTER, at the termination of his contract with Philco Radio & Television Corp., Philadelphia, Feb. 1, will be sponsored by General Foods Corp., New York, for an as yet unspecified product. Benton & Bowles, New York, sponsor's agency, will neither confirm or deny the report, however. It is understood that Philco will return to the air with an entirely different type of program.

JOHN IRACI

John Iraci Dies From Heart Attack

Pioneer in Foreign Programs Spent Decade in Industry

JOHN IRACI, president and general manager of WOV and WBIL New York, and owner of WPEN, Philadelphia, died suddenly Nov. 24 of a heart attack following a one-week illness.

Well-known in broadcasting circles, and one of the pioneers in foreign language broadcasting, Mr. Iraci entered radio in 1928, at which time he established WOV. He sold the station earlier this year to Arde Bulova, New York watch manufacturer and broadcaster, but shortly afterward purchased WPEN-WRAX, Philadelphia, and continued management and operation of the New York station as well as the Philadelphia outlets. He also took over general management of WBIL (formerly WLWL) which was purchased by Mr. Bulova several months ago.

Burdened by Overwork

Mr. Iraci suffered a slight nervous breakdown a week ago, precipitated by over-work occasioned not only because of the vagaries of management of three stations, but also because of protracted labor negotiations in Philadelphia and reorganization activities. He returned from a vacation in Europe last September, during which he had visited his native Italy, and was accorded a lavish welcome by New York's leading lights, including Mayor LaGuardia, a close personal friend. Mr. Iraci stood high in New York's Italian community and was a leader in its political and social activities.

Mr. Iraci was born 52 years ago in Riposto, Sicily, and came to this country as a youth. Prior to entering the broadcasting field he was an importer.

Mr. Iraci is survived by his widow, two daughters, Rosaria and Mariania and a son, Sebastian Julio. Burial took place Saturday in Cypress Hills Cemetery, Brooklyn.

Miss Hyla Kiczales, assistant manager of the stations headed by Iraci, is expected to take over active direction, along with Harold A. Lafount, former radio commissioner, and vice president of WOV and WBIL.

Mr. Iraci was a member of the Cavour Masonic Lodge order. At Masonic services on Nov. 26, Mayor LaGuardia participated along with other Masonic celebrities in New York.

Sales Group Plans Steering Session

L. H. Avery Calls Meeting to Be Held in Chicago Dec. 16

TO FORMULATE plans for a national convention of station sales managers, L. H. Avery, sales manager of WGR-WKBW, Buffalo, and chairman of the NAB Sales Managers' Division, has called a meeting of 17 station officials in Chicago Dec. 16. The group, functioning as a sort of steering committee, will develop plans for a national convention of the organization to be held probably in Chicago in January so as not to conflict with the contemplated NAB reorganization meeting the following month.

Mr. Avery appointed seven sectional chairmen, six members of an executive committee and four committee chairmen for local, national, recommendations, and cooperation with the National Radio Dry Goods Association.

Promotion of Sales

The entire effort of the Sales Managers' Division, Mr. Avery declared, is that of procuring "bigger, better and cleaner" sales for broadcasting stations. Numerous station sales managers and executives, he said, had written him since the last NAB Convention in Chicago seeking additional meetings because of the good derived from previous sessions.

The Chicago preliminary meeting will be held at the Sherman Hotel. Personnel appointed by Mr. Avery, who holds title as acting chairman of the Sales Managers' Division is as follows:

Executive Committee: Lewis H. Avery, WGR-WKBW; J. Buryl Lottridge, KTUL; William R. Cline, WLS; Purnell Gould, WFBR; Craig Lawrence, KSO-KRNT; Mallory Chamberlin, WMC-WMPS, and Jack O. Gross, KWKH.

Division Chairmen: New England, William Warner, WAAB; Mid Atlantic, Mort C. Watters, WCHS; Southeastern, John M. Outler Jr., WSB; Southcentral, Herb Hollister, KANS; Northcentral, C. T. Hagman, WTCN; Mountain Division, Frank Bishop, KFEL, Pacific Division, C. C. Mittendorf, KFWB; Local Sales Committee, E. Y. Flanigan, WSPD; National Sales Committee, K. W. Church, KMOX; Committee to cooperate with NRDGA, Harry Trenner, WNBF; Recommendations Committee, Charles C. Caley, WMBD.

Canada's 50 Kw. Soon

THE new 50,000 watt transmitters of the Canadian Broadcasting Corp., CBL at Toronto, and CBF at Montreal, are now slated to be definitely on the air during the early part of December. Both stations are practically finished and ready for tests. CBF is expected to be on a few days or a week before CBL. They will be highest powered transmitters in Canada, the first of a chain of five to be built by the government-controlled broadcasting body in the near future.

RKO PICTURES Corp., New York, has made an official denial of reports that it would enter the radio field with a show similar to that of M-G-M and the coming Warner one for American Tobacco.

Music Strike Date May Be Deferred

Negotiations for Key Station Contract in Drafting Stage; Disc Proposal Still Is Undergoing Revision

By BRUCE ROBERTSON

WITH THE mailing out Nov. 16 of the standard trade agreement drawn up by the international executive board of the American Federation of Musicians and the negotiating committee of the Independent Radio Network Affiliates, the first big step had been taken toward a peaceful settlement of a problem that might easily have ended in a radio-music war.

The committees had fought out the major issues involved; their lawyers had wrangled over wording; an agreement had been reached. Now it is up to the individual stations and local musicians unions to accept or reject this document as a part of each individual contract; to back up the judgment of their committees or to throw it overboard and return the status to that of last July when the AFM first presented to the broadcasters its demands for the employment of more of its members in radio. Dec. 1 has been set as the deadline for the return of the signed contracts, but in view of the late date at which they were sent out it is almost certain that the deadline will again be extended probably to Dec. 15 or Jan. 1.

Key Station Contract

Meanwhile union officers and network executives have reached the drafting stage in their negotiations for a standard contract for the networks' key stations in New York, Chicago and Los Angeles. Spokesmen for both broadcasters and musicians say that they are in agreement on all issues and nearly so on wording and that their work should be completed within the week. The license form which the union will present to the makers of transcriptions and phonograph records is undergoing some revisions and will probably not be ready until later in the month. The recorders are taking no action at present, but are waiting for an opportunity to study the union's demands before deciding on what course to follow. The union has previously stated that its license will be based on the demands presented last summer; the transcription and record companies have stated that they will not accept such terms; but it is probable that a compromise will be reached here also. The Canadian situation has been referred to Canadian local unions, who will follow Schedule A in drawing up new contracts with Dominion stations.

AFM has not yet begun to consider the case of the non-network stations and will take no action with them until the affiliate contracts have been received and accepted. In fact, practically all future negotiations depend on the action of the network stations. If they accept the increased expenditures for staff musicians and the terms of employment as specified in the agreement, it will form a precedent for the union to use in dealing with the independent stations. If they reject the union's terms, there will be no necessity for the union to deal with the independents, as the strike presumably would be on.

Many Changes Made

The plan of settlement calls for the additional expenditure by network affiliates of $1,500,000 annually for employment of staff musicians over the amount spent by this group during the year Sept. 1, 1936 to Aug. 31, 1937, making an aggregate expenditure by these stations of not less than $3,000,000 annually during the two years of the contract. Each station is required to expend either the amount allotted to it as a quota or the amount previously spent, whichever is greater. This network affiliate includes the five Canadian stations affiliated with U. S. networks (CKAC, CFCF, CKLW, CFRB, CRCT) as well as the U. S. affiliates, but excludes the following key stations: WEAF, WJZ, WABC, WOR, New York; WMAQ, WENR, WBBM, WGN, Chicago; NBC studios, KNX, KHJ, Los Angeles. While individual contracts are to be signed by stations and local unions, it is understood that none of these will become binding unless the total number is satisfactory to the AFM as achieving its purpose to increase employment of its members.

The final form of Schedule A, as the standard agreement is called, is considered changed from the document that was originally submitted to IRNA members at their September convention (published in full in BROADCASTING, Sept. 15). Section 10 of the first Schedule A, which required signing stations to agree not to transmit music to any station not signing the agreement and not to contract for transcriptions or phonograph records from any company not licensed by the union, is missing from the final form, which permits the signer to "send to and receive from any station in the United States national and regional network programs." It mentions transcriptions and recordings only in regard to their manufacture by an affiliate station for purposes of record or their use to replace a network program which the station was unable to take at the time of its original broadcast, except to prohibit the use of "pilfered" records.

The revised Schedule A also specifically states that "nothing in this agreement contained shall be deemed to require the affiliate or any local union to violate any law or any regulation of the FCC."

The new agreement specifies that staff musicians may be used for both sustaining and commercial programs; that if the local union makes special rates for advertisers and agencies it shall also give the station the benefit of such rates; that salaries of leaders are to be credited against the station's quota; that the union shall furnish "competent and qualified musicians"; and that the station shall have full control of instrumentations, program material and selection of music. The affiliate agrees to employ only union members as staff musicians and to employ other than staff men upon terms and conditions as agreed upon between the station and the local union.

Original requirement that sta-

(*Continued on page 58*)

Northwest Stations Urged to Refuse AFM Contract; NAB Change Is Favored

A RESOLUTION that broadcasters in the six Pacific Northwest states refuse to sign the contracts for employment of musicians offered by the American Federation of Musicians, "in their present form", was adopted by the regional meeting of broadcasters in Spokane, Nov. 12. Twenty-four stations, represented by 18 broadcasters, attended the meeting, called by Ed Craney, general manager of KGIR, Butte, and KPFA, Helena, who is also a member of the NAB Reorganization Committee.

Proposed by Louis Wasmer, KHJ, Spokane, and seconded by H. E. Studebaker, KUJ, Walla Walla, the AFM resolution followed discussions of the musicians contract, in which the practically unanimous view was evinced that broadcasters of that region "could not give up their rights and their duties to the public that would in any way limit them in what they put on the air." Moreover, it was held that they "could not enter into an agreement which would be in violation of the Sherman anti-trust law or the present radio law."

Committee Appointed

A standing committee comprising five broadcasters and headed by H. J. Quilliam, KIRO, Seattle, as chairman, was named to study the Musicians Union problem and report to the broadcasters.

Another resolution adopted dealt with the NAB reorganization and the group voted that the trade association should be re-established in such a way as to become an efficient organization, properly financed to do a representative job for each station in the country. It proposed that the NAB be composed of state groups and regional groups which would elect delegates to the national convention or elect directors to the NAB board, with the director or delegate having a voting power in proportion to the number of stations he represents. It proposed also that the NAB be geared to represent and to do for the industry everything except representation of individual members before the FCC or any other governmental body.

Unless the reorganization is affected so as to represent the interests of broadcasters along the lines proposed, the resolution stated, the Pacific Northwest broadcasters concluded that their "further support of the present organization is undesirable." The meeting also recommended that the next convention of the NAB be held in Washington "at as early a date as possible."

Delving into broadcast line rates, another resolution adopted concluded that a closer understanding of the rates, rules and regulations of the telephone companies with whom broadcasters do business would lead to advancement of both the telephone and broadcasting industries. The group recommended that every member station be provided with a digest of the fundamental rules, practices, regulations and rates filed with the FCC which relate to telephony insofar as it concerns broadcasting.

The convention also went on record in support of the NAB public domain transcription library and urged members to purchase it. Discussion on this score also developed that broadcasters of the Pacific Northwest were in favor of subscribing to the Lang-Worth public domain library.

Other Speakers

Guest speakers included former Senator C. C. Dill, now a Washington attorney, who spoke on 1937 problems of the broadcasters and warned that broadcasting was not out of its infancy stage and must organize and work as an established industry; Alfred J. Schweppe, NAB copyright counsel in the Montana-Washington ASCAP cases, who presented a resume of what has taken place in these two states on copyright matters and outlined briefly things broadcasters should do in the future; and Ralph Wentworth, of Lang-Worth Features, who discussed problems of transcription manufacturers and of the broadcasting industry under present copyright law.

Mr. Wasmer, president of the Washington State Broadcasters Association, reported on the activities of that organization and discussed his views on what state organizations should do for broadcasters on a country-wide basis. T. W. Symons of KFPY-KXL and NAB board member, spoke on the AFM contracts. Other speakers included Earl J. Glade, KSL, and Mr. Studebaker.

Present at the meeting were:

T. W. Symons, Jr., KXL, Portland; O. P. Soule, KSEI, Pocatello; John E. Gardner, KTFI, Twin Falls; Arthur L. Bright, KFPY, Spokane; Cole E. Wylie, KVOS-KPQ, Wenatchee; Earl J. Glade, KSL, Salt Lake City; W. J. Mosby, KGVO, Missoula; Robert E. Priebe, KRSC, Seattle; Louis Wasmer, KHG-KGA, Spokane; H. E. Studebaker, KUJ-KRLC, Walla Walla; J. A. Murphy, KIT-KMO, Yakima; H. J. Quilliam, KIRO, Seattle; John A. Kendall, KVI, Portland; B. F. Fisher, KOMO-KJR, Seattle; J. B. Toles, KRNR, Roseburg; Frank E. Hurt, KFXD, Nampa; Arthur L. Smith, KFIO, Spokane; Ed Craney, KGIR-KPFA, Butte.

XUM

Dog Food Bringing Business to Radio

Makers Begin Schedules After Layoff Since Last Spring

INACTIVE since last spring, leading national dog food manufacturers will shortly launch nation-wide radio campaigns with both network and large spot schedules to be used. Center of all the activity is in the Midwest packing center.

John Morrell & Co., Ottumwa, Ia., (Red Heart Dog food) will launch a quarter-hour weekly NBC-Red network program Jan. 9 featuring Bob Becker, outdoor editor of the *Chicago Tribune*. Show will be broadcast coast-to-coast over 25 stations from 1-2:15 p. m. (CST). Because of his newspaper affiliation, no NBC outlet will be used in Chicago but a special broadcast will be heard on WGN. In addition, spots will be used on a number of stations, to start at the same time as the network show. At present John Morrell is on WOR, Newark, where 5 minute participations and two weekly one minute spots are being used. Henri, Hurst & McDonald is agency.

Doyle Packing Co., with plants in Newark, Momence, Kansas City and Los Angeles, manufacturers of Strongheart dog food, which recently placed its business with Beaumont & Hohman, Chicago, will soon add six stations broadcasting transcribed minute announcements, making a total of 18. Stations already picked are WMAQ, WCFL, KFI, WHB, KOIL, WBEN, KYW, WFBL, WOR, WBZ-WBZA, WHAS and WGAR.

New Firm Using Spots

A new Chicago dog food firm, Davis Dog Products Co., Chicago, has been formed with George W. Davis, formerly vice-president of Willard Tablet Co., Chicago, as head. The firm makes dog tablets containing cod liver oil. One-minute discs have been started on seven stations with 50 to be used eventually. Baggaley, Horton & Hoyt, Chicago, is agency with Steve Horton account executive.

Rival Packing Co., Chicago (Rival dog food), currently using announcements and programs on seven stations, may expand its list the first of the year. Stations are WMAQ, WTAM, WGY, WBZ-WBZA, WHAM, WTMJ, WJR. Charles Silver Co., Chicago, is agency.

Two of the three leading Chicago packers, all of them manufacturing dog food may soon start radio campaigns. Swift & Co., Chicago (Pard) and Wilson & Co., Chicago (Ideal), are potential radio advertisers. J. Walter Thompson Co., and U. S. Adv. Corp. respectively, both of Chicago, are agencies. At Armour & Co., Sam Teitelman, director of research, said the company had no radio plans at this time. Armour's product, formerly known as Sandy dog food, has been changed to Armour dog food. Lord & Thomas, Chicago, is the Armour agency.

Other dog foods that will use radio after the first of the year are Chappell Bros. Inc., Rockford, Ill. (Ken-L-Ration) and Simpson Products Co., Terre Haute, Ind., (Doggie Dinner). Agencies are C. Wendel Muench & Co., and McJunkin Adv. Co., respectively, both of Chicago.

NBC Promotes Three to Vice President

MR. HANSON MR. WOODS MR. HEDGES

NBC, at a board meeting Nov. 26, elected three new vice-presidents—Mark Woods, treasurer; William S. Hedges, in charge of station relations, and O. B. Hanson, chief engineer. All continue their present activities in connection with their vice-presidential responsibilities. There now are 11 NBC vice-presidents.

Mr. Woods has been with NBC since its organization in 1926, and previously had been with WEAF under AT&T for four years. He helped set up and formulate financial policies of the network and established the branch offices in Washington, Chicago, San Francisco, Cleveland, Pittsburgh and Boston. He was elected NBC treasurer Jan. 1, 1937.

Mr. Hedges entered radio in 1922 as manager of WGU, Chicago, now WMAQ. He became president of WMAQ and in 1928-9 served two terms as NAB president. When NBC bought WMAQ in 1931, he was made manager of WMAQ-WENR. In 1933 he was named manager of KDKA and in 1934 became manager of NBC managed and operated stations. He left NBC Jan. 1, 1937, to become vice-president and manager of WLW and WSAI, Cincinnati, which post he resigned Nov. 1 to return to NBC station relations.

Mr. Hanson is a pioneer in technical radio, having been a wireless amateur in 1912. In 1916 he was operator on the *SS Stephano*, torpedoed by enemy craft. From 1917 to 1920 he was chief testing engineer of the Marconi Co. at Aldene, N. J. Later he was at the then WAAM, Newark, and in 1922 became assistant plant engineer of WEAF. He joined NBC during its organization in 1926 as manager of technical operations and engineering, being promoted to chief engineer in 1934.

Named to Court

ASSOCIATE Justice D. Lawrence Groner was named Chief Justice of the U. S. Court of Appeals for the District of Columbia November 26 by President Roosevelt. At the same time the President nominated Henry White Edgerton of New York and Rep. Fred M. Vinson of Kentucky to be Associate Justices of the same Court to fill existing vacancies. The court is the appelate body sitting on all appeals from FCC decisions. The appointments are subject to Senate confirmation.

YOUNGER AND STILL YOUNGER

NO END IN SIGHT—They keep getting younger every issue, these "youngest announcers" whose qualifications for the mythical title are coming in day by day. Among those of tender years is Emma Kristine Heyer (center), daughter of Clair Heyer, national sales manager of WHBF, Rock Island. Her actual air experience is not listed in the entry. Jack Parker, news commentator of WJIM, Lansing, (left), is 21, having made his radio debut in 1932. At right is Irwin Drake Bingham, 19, of WKY, Oklahoma City, and WKY reports that he fibbed about his age to get the job. WTNJ, Trenton, N. J., submits two entries but no photos. The two are George M. Cahan, 18, who made his debut five years ago as an actor at WCAU, Philadelphia, and is now a full-fledged announcer, and "80" Adams, 20, script writer who started six years ago.

Wessel Preparing New Local Series

Nationwide Cooperative Will Be Launched Early in 1938

WESSEL Co., Chicago agency which is handling the series of NBC programs featuring the Philadelphia Symphony orchestra and sponsored by banks throughout the country, is sending out salesmen in major markets to line up local sponsors of a new cooperative series to be launched about the first of the year.

New program, being transcribed by WBS, Chicago, is a race horse skit called *Boots & Saddles*. Three separate contests will be run in conjunction with the broadcasts in which winners will get their choice of sons of Man O' War, Burgoo King and Bubbling Over or cash prizes of $10,000, $5,000 and $2,000 respectively.

Promotional Plans

Complete merchandising and promotional advertising will be given to local sponsors including placards, banners, direct mail pieces and other literature. Local sponsorship will not be limited to any particular classification, such as department stores, but will be available to any local merchant. Cost of the program will be determined by the size of the city.

The show was conceived by George W. Davis, Chicago, who originally ran a similar program on WGN a couple of years ago for Mars Candy Co. in which choice of a race horse or a cash prize was awarded the winner. The winner chose the cash prize and subsequently the horse has won a far greater amount than the cash award.

The series will be broadcast three quarter-hour periods weekly. Herb Futram, Chicago writer, is author.

Quaker's New Shows

QUAKER OATS Co., Chicago (Aunt Jemima pancakes), currently sponsoring Aunt Jemima's *Cabin at the Crossroads* show on a six-station split NBC-Blue network at 8:45-9:00 a. m. (CT), is planning on adding the preceding 15-minute period with another program to make a half-hour strip Tuesdays through Saturdays. *Margot of Castlewood*, a script show featuring Barbara Luddy is being considered. New setup in no way affects the sponsorship of *Kaltenmeyer's Kindergarten* over NBC Saturday afternoons. Lord & Thomas, Chicago, is the agency. For Muffets, Quaker Oats Co. has started a daily except Sunday half hour show, *Woman's Club*, over WFIL, Philadelphia. Arthur Kudner Agency, New York, handles the Muffets account.

Radio School Buying

DE FOREST'S TRAINING Inc., Chicago (radio correspondence courses), on Nov. 21 began quarter-hour periods on WOR, Newark. The firm, a new radio advertiser, has been using three five-minute periods on WJR, Detroit, and one-15-minute program on WTIC, Hartford. Presba, Fellers & Presba Inc., Chicago, is agency.

Dust on the Trailer--A New Menace

Film Exhibitors Hiding Advertising Raids Behind Wails

By T. E. KRUGLAK
Radio Department
E. Katz Special Advertising Agency

WITH the radio hegira to Hollywood, lamentations have poured in about the fate of the poor exhibitor, harried by the spectre of vacant seats, while audiences sit at home, listening to Charlie McCarthy belabor W. C. Fields. In all the clouds of dust kicked up by the exhibitors, their own onslaught on the 100 watters, and local radio stations, has been carefully concealed. To get the entire story, a movie technique, the "flashback" must be utilized.

It is the early days of radio—and the stations are trying to break down the resistance of advertisers to auditory advertising. And you remember the terrific battle we had.

With that picture in mind, return to the present. To a great degree, advertisers have been convinced that radio, bringing entertainment to the listener, is a splendid medium for sugar-coating an advertising message.

A Place for Both

With the chains and stations in most cities, radio advertising to a great degree supplements the space used in newspapers, but in the small stations, and in the bulk of the towns, despite protestations on the part of radiomen that their product does not compete with the newspaper, it has resolved itself into the condition, where an advertiser impressed with radio goes the whole hog, and abandons his newspaper campaigns.

Radio, having conditioned the advertiser to the point where he does not look upon the newspaper as complete coverage, also places him in the frame of mind of being open to a further development of the same theme.

At this point another medium steps up and produces a logical argument which runs somewhat as follows: "We admit that the printed word and photographs have a great deal of authority in the presentation of a good sales argument. We also admit that there is another important medium, the auditory reception, which can hear demands and be swayed by a convincing voice. The voice is an important medium, gentlemen—balanced only by the power of the printed word or photograph.

"Now, just supposing—now mind you, just supposing there were a medium, combining both these powerful weapons—wouldn't it be terrific? We don't mean television—that's not perfected, we mean something practical—a medium which has a guaranteed attendance each week—where the audience is entertained, and placed in a receptive mood."

The advertiser, drooling at the mouth at the vision of this juicy morsel, is all ears and eyes. Then comes the revelation—the medium is none other than the motion picture theatre. The advertisers' objections about audience resentment are answered by pointing out that most theatre audiences have been conditioned by radio into accepting advertising as a part of the price of amusement. It is pointed out that the small town motion picture house is the center of the community's activities, and it would have to be a pretty dull picture to keep the average movie-goer away from the theatre.

Raiding the 100-Watter

How has the motion picture advertiser fared. Examples are in order. One of the important distributors of screen advertising is "Screen Broadcast". It lists as its customers, in each small town covered, the local restaurants, cleaners, garages, and other independent merchants—in other words, the source a 100-watter draws on for spot announcements and sponsored recordings. With the trend of the advertiser to the screen, the point may soon be reached where he uses the motion picture theatre as the medium, to the exclusion of the radio station.

In line with this, is the relation of a motion picture theatre to the local radio station. Up to the present, the movie has been looked upon as a type of entertainment, not in conflict with radio. Operators have good-naturedly cooperated with the movies in plugging shows, or engaging in promotion stunts. In a large number of towns, there have been "swaps", whereby the radio station presents a daily resume of the movie showings, in exchange for a trailer plugging the radio. The radio station presents a sprightly program of recorded music, in exchange for a dull, dispirited trailer. The net results has been a boosting of theatre attendance by means of the daily program. The benefit to the radio station is less tangible. The movie audiences, which still resent trailers, transfer some of the resentment to the radio station; it's true the station can point to the trailer in its promotion copy, as a means of publicizing their outfit. But this is more than counteracted by loss of income from the free advertising; and the fact that the motion picture company has the advantage of a good program at no cost.

A Hard One to Answer

These same stations, going after the local trade, find the advertisers turning to screen broadcasts—and when the salesman points out the superiority of radio advertising, he is confronted with the fact "why do you advertise in the movies yourself, if you think it's no good."

Even more important has been the trend of national advertisers to the screen. One of the methods used is a local newsreel, using professional camermen, to cover events overlooked by the big newsreel outfits. Presented on the screen with a commentator, it has been simple to utilize the radio technique of introducing credits. Pure-Oil, for example, uses this type of advertising.

What is radio to do about it? First of all, to get out of the reciprocal arrangement with motion picture houses—for the radioman can't cry "advertising under false pretenses" to the movieman under the theory that even a slightly soiled kettle is barred from describing pots. He must be ready to demand payment for his services.

The other phase of the matter is merchandising. It is in this respect that the station can perform a service for its advertisers. It should be able to cite figures, draw diagrams, and present material so that the advertiser knows what he is buying. It is on this line that the radioman can stand up against the movie threat—for with proper merchandising, radio can do a job which will render the trailer as impotent as an infant trying to bite a nine-pin.

UNHERALDED, a competitor to radio is mushrooming into serious proportions, the author warns. He then proceeds to peel off the disguise of box office mourning that exhibitors are displaying. Worst of all, he states, many stations actually are offering their facilities to nourish this sprouting enemy through the medium of screen-radio promotional tieups, usually conducted on a swap basis. These deals are one-sided, befitting the screen medium but providing stations with little more than a stiff sock in the rebuttal, he warns broadcasters.

Thomas J. Watson Seeks Permit for 'Peace' Station

NEWEST big business figure to seek to enter the ranks of the broadcasters is Thomas J. Watson, president of International Business Machines Corp., who as president of the International Chamber of Commerce was recently decorated by Chancellor Hitler of Germany. He seeks a new 1,000-watt station on 1240 kc. in Endicott, N. Y., where his firm's factories are located. His case was concluded Nov. 16 before FCC Examiner Bramhall, where the new station was urged on the plea that it is intended "to promote the cause of education and world peace." IBM is also interested in the radio-typewriter invented by Walter S. Lemmon, who heads a division of that company devoted to its development and who heads World-Wide Broadcasting Corp., operating international shortwave station W1XAL at Boston, a recent applicant for more shortwaves for its non-commercial service. The Washington law firm of Davies, Richberg, Beebe, Busick and Richardson represents the Watson application.

WBBM, RADIO SALES USING SAME STAFF

WBBM, Chicago, consolidated its local sales force with the Chicago staff of Radio Sales Inc. Nov. 19, according to H. Leslie Atlass, vice-president in charge of the western division of CBS. The change was made to increase sales efficiency rather than for economic reasons. Consolidation of the spot and local sales forces will give Radio Sales a field staff of 10 salesmen in Chicago, in contrast to the three-man staff of the past, with each salesman serving a smaller number of agencies and accounts.

Mr. Smith

J. Kelly Smith, general sales manager of Radio Sales is in charge of the combined sales forces. He served as local sales manager of WBBM for six years, before assuming his Radio Sales post last year. Harry Mason Smith, WBBM sales manager for the past year, and Paul S. Wilson, recently appointed manager of the Chicago Radio Sales office, will act as J. Kelly Smith's Chicago assistants.

WBBM salesmen will continue to service their Chicago accounts in addition to representing the nine owned and operated CBS stations, the CBS Pacific network and the New England regional networks with midwestern agencies and advertisers. Radio Sales staff members will continue to service their present accounts and handle time clearances, contracts, and other administrative phases of the national spot business.

The Chicago consolidation had no effect on Radio Sales offices in other cities. In New York, all sales of WABC, both local and network, are handled by Radio Sales.

Radio-Education Session Is Convened in Chicago

THE Second National Conference on Educational Broadcasting convened Nov. 29 at the Drake Hotel, Chicago, with numerous prominent figures in radio and education scheduled to speak. Chairman of the conference was George F. Zook, former U. S. Commissioner of Education, who delivered the opening address.

Following his talk, William S. Paley, CBS president, was scheduled to speak on behalf of the radio industry, with Merrill Denison, author, as spokesman for the radio audience and Harry Woodburn Chase, chancellor of New York U, speaking for education. Commissioner George H. Payne, of the FCC, was to speak at the closing session Dec. 1.

Shoe Firm Testing

SHOE CUSTOMIZER Co., Danville, Ill. (Heal-locks), has started five-minute daily except Sunday programs on WDZ, Tuscola, with the possibility that other stations in Illinois and Indiana will shortly be added. Burton-Keith, Chicago, is agency.

ADAM HAT STORES, New York (national chain) has assumed sponsorship of 13 championship boxing matches on NBC-Blue network. The matches, for which NBC has exclusive rights, had been sponsored by Buick.

XUM

Duplicated Clears Project Is Revived

WAPI Petition for 50 kw Indicates Others' Plans

REVIVAL of the project to bring about full-time operation on a duplicated basis of a half-dozen clear channel stations now dividing time on clear channels was revealed Nov. 19 with the filing of an application by WAPI, Birmingham, to switch its frequency from 1140 to 1020 kc.

Five of the six stations are expected to seek increases in power to 50,000 watts in lieu of their present powers which range from 5,000 to 25,000 watts. In addition to WAPI, these include WOWO, Fort Wayne; WWVA, Wheeling; KVOO, Tulsa, and KYW, Philadelphia, the latter already having asked an increase from 10,000 to 50,000 watts.

In each instance, with the exception of WOWO, the stations plan directional antennae. Only KEX, Portland, which already has filed for full-time operation on a duplicated "clear", will not seek for the present the increase to 50,000 watts. It would operate jointly with WOWO on 1160 kc.

Class B Category

All of the applications, which likely would be set for hearing, would fall within the "Class B" category of duplicated channel application as proposed in the allocations recommendations pending before the FCC and which also are a fundamental part of the deliberations at the Inter-American Radio Conference in Havana.

The 1020 kc. assignment sought by WAPI is the clear channel on which KYW now operates full time and with which it would operate jointly. WAPI is a half-time station owned by three Alabama colleges and shares time with KVOO. An application whereby WAPI would be taken over under lease by a new operating company in which CBS holds a 45% interest, recently was designated for hearing by the FCC.

In addition to the 1020 application which seeks an increase in power from 5,000 to 50,000 watts, WAPI also has filed a second application seeking a switch to the KYW channel but on an experimental basis with its present 5,000 watts and a directional antenna. That presumably is in the nature of a "stop-gap" application.

The original plan for duplicated operation on time sharing channels was projected early this year in a series of applications. In its initial phase, this project contemplated allocation of the 1020 kc. clear channel exclusively to WCFL, Chicago Labor station, but this plan was rejected by the late E. N. Nockels, general manager of the station, who then insisted upon clearing of the 970 kc. channel on which it operated jointly with KJR, Seattle, to which the channel originally was allocated as a West Coast clear wave.

All these applications were founded on testimony at the allocation hearings before the FCC Broadcast Division in October, 1936. At that time it was testified that operation of half-time stations on clear channels was both uneconomical and contrary to public service, since listeners were not given a continuity of service throughout the day. WOWO now operating half-time on 1160 with 10,000 watts, has an application pending for full time on the channel and shortly is expected to supplement that with the request for 50,000 watts. WWVA, sharing time on this channel with WOWO, has an application for full time on 1140 kc. to duplicate with KVOO and both stations are expected to file their 50,000-watt applications shortly.

Air School Director

ELOISE DAUBENSPECK, formerly national radio director of the Girl Scouts of America, has succeeded Helen Johnson as broadcast director of the CBS *American School of the Air*.

Miss Daubenspeck

Miss Johnson, who held the post for eight years, recently resigned to marry. Miss Daubenspeck before coming to New York a year ago, taught school for six years. In her work with the Girl Scouts, she wrote scripts, directed programs, occasionally acted in them, and publicized the broadcasts.

AL PEARCE has renewed his contract with Ford Motor Co. on CBS for one year.

Clean Scoop

AMONG the promotion ideas being executed by KIEM, Eureka, Cal., is the placing of cakes of soap in the rooms of hotels in Eureka and adjacent cities. The wrapper on each bar bears the compliments of the station — "the voice of the Redwoods".

CENSORSHIP charges made against CBS by Ferdinand Louis Kerran, British Labor candidate for Parliament, have been withdrawn. Mr. Kerran, now in New York, spoke on WABC, Friday, Nov. 19, and disapproved of deletions made in the text of his address. Later, however, Mr. Kerran said that the incident was entirely due to a misunderstanding, and that there was no question in his mind of CBS' good faith in the matter.

Promulgation of New Rules By the FCC is Expected Soon

Preliminary Revision Is Now Being Considered; Rotation Duties and Motions Court Studied

NEW rules to govern operations of the McNinch-revamped FCC have been completed in the rough and probably will be promulgated within the next week.

A flying trip to Washington on Nov. 29 was undertaken by Commissioner T. A. M. Craven, chairman of the United States delegation to the Inter-American Radio conference in Havana, to consider the new operating structure along with other matters. Comdr. Craven has been in Havana since Nov. 1, when the conference began, and his absence resulted in delay in the drafting and promulgation of the rules. Because of the pressure of his Havana duties, Comdr. Craven was unable to leave earlier. He planned to be in Washington for one day only and to return to Havana immediately.

In addition to the approval of the reorganization structure, which is designed to make fully effective the new mode of operation necessitated by the abolition Nov. 15 of the three divisions of the Commission, the board is expected also to render its opinion in the case involving proceedings against Paul M. Segal and George S. Smith, Washington radio attorneys. A fortnight ago, Chairman Frank R. McNinch announced that the decision was delayed because of Comdr. Craven's absence and that action would be taken as soon as the commissioner could find opportunity to leave Havana.

How far-reaching the new rules and procedure will be is not ascertainable at this time, since the discussions are yet in the preliminary stages, Chairman McNinch having been forced to devote much time to the power-utility problems at the President's behest. He has been working day and night since he joined the Commission Oct. 1.

The proposed new order dealing with allocation of functions on a permanent basis to individual commissioners has been the question of greatest concern, it is understood. During the last fornight a series of "conferences", as distinguished from regular meetings, have been held by the Commission. At these sessions the proposed new rules have been considered together with recommendations received from the Rules Committee comprising the heads of the five departments of the Commission which, practically since its formation, have engaged in the preliminary preparation of rules and orders.

May Rotate Work

It is likely that the order allocating functions on a permanent basis will carry a clause for rotation of those functions among the commissioners rather than making the assignments themselves permanent. For example, one commissioner may be delegated to handle miscellaneous broadcasting matters of a non-policy making nature for a one-month period while another commissioner may devote his interests to public utility-common carrier matters of a routine nature, and a third to supervision of a motions docket likely to be set up, with a fourth handling some other phase of non-policy making operation and so on. By rotating such assignments month by month, or possibly even on a fortnightly schedule, each commissioner would become familiar with every phase of FCC activity.

This same order presumably would delegate authority to boards or committees of the FCC—constituting possibly such officials as the secretary, general counsel and chief engineer and in other cases the immediate assistants of these department heads—to pass upon routine license renewals, special authorization and other matters of a non-policy making nature. Only the approval of one commissioner would be necessary to make these authorizations operative.

Formation of a Motions Court is regarded as a foregone conclusion under the revised rules. This motions docket would pass on all routine pleadings such as motions to intervene, demurrers and other legal papers. Whether an examiner will be made the presiding official of this court, or whether a commissioner will be so delegated remained to be determined. More than likely this function will be delegated to a commissioner, again on a rotating basis, but probably confined to the five lawyer members of the agency rather than to all seven commissioners. Comdr. Craven and George H. Payne are not members of the bar.

Should the commissioners themselves take over the motions docket, it is possible that an examiner will be detailed to work with whatever commissioner is serving and to whom the commissioner might delegate authority. Only on matters of controversy, in such instances, would the commissioner be called in.

Handling of Docket Cases

This all-inclusive order on allocation of functions also may cover the handling of individual docket cases after the customary hearing before an examiner. It might be decided to have the Commission function as does a court. When a report is issued by an examiner, it might be assigned to an individual commissioner for study and submitted to the full Commission for action by that member rather than direct from the examiner. The commissioner so delegated would have the benefit of advice from the law and engineering departments. Thus, cases might be rotated among the six commissioners by the chairman, with the chairman possibly taking his turn.

Since the abolition of the division form of operation Nov. 15, temporary assignment of all emergency matters having to do with broadcasting was delegated to Commissioner E. O. Sykes. Commissioner Thad H. Brown has handled all miscellaneous and emergency matters dealing with public utility common carriers. In the case of broadcasting, this covers temporary special authority to broadcast special events outside of regular hours, authority to operate without approved equipment and similar miscellaneous but nevertheless important matters.

No meetings on broadcasting have been held since the abolition of the division. Docket cases, therefore, have been held in abeyance. But on matters encompassing more than routine emergency items but which would not involve actual policy making, action has been taken by the circularization process.

Some disappointment over the slow evolution of new procedure has been expressed but this is generally regarded as unavoidable due to the enforced absence of Comdr. Craven and to other duties which have taxed the chairman's time.

While the FCC staff still appears to be jittery about the future, there have been no further indications of immediate changes in the staff beyond the Nov. 15 elimination of directors of divisions. Nevertheless the view persists there will be additional deletions as the reorganization process develops.

McNinch Reform Defers FCC Inquiry

Congress Stands By as Chairman Continues to Act; Copyright, and Food and Drug Bills Inactive

By WALTER BROWN

CHAIRMAN Frank R. McNinch's handling of the FCC since he became its "emergency" head has allayed, for the time being at least, the demand in Congress for a sweeping investigation of that agency.

The special session of the 75th Congress, which convened Nov. 15, is considering farm legislation along with modification of the undistributed profits and capital gains taxes to help business. This probably will be the only legislation seriously debated until the regular session in January. The feeling on Capitol Hill, even among those who have sponsored a FCC probe, is against hauling Chairman McNinch before a Congressional committee until he has had ample time to put through his reorganization program, study the problems before the Commission and make whatever recommendations to Congress he thinks desirable.

Most prominent of the dozen resolutions proposing an FCC investigation is that sponsored by Senator Wallace H. White (R-Me.) and which Administration influence, at the last session, caused to be pigeon-holed in the Senate Audit & Control Committee after it was approved by the Senate Interstate Commerce Committee of which Senator Wheeler (D-Mont.) is chairman.

Not in a Hurry

Senator Byrnes (D-S.C.), chairman of the Senate committee that clears all resolutions providing appropriations, told BROADCASTING he would "certainly resist any effort to take up the White resolution until Chairman McNinch has had time to reorganize the Commission and put in the reforms the President has requested."

"I believe that when this is done there will be no need for a special investigation," he added.

While Senator White did not go that far, he has no intention of pushing his resolution during the special session. "I do not think that the appointment of new men down at the Commission will obviate the need for such a fact-finding study as my resolution proposes," Senator White said. "But I think Mr. McNinch is doing a good job and I feel it would be unfair to have him before a committee until he has had time to make a full study of conditions at the Commission and acquaint himself with the problems facing the radio industry."

He explained it had never been his intention to go on a fishing expedition into the Commission with the desire of uncovering "Administrative skeletons". "I think we did a good job for radio in the 1927 act," he stated. "We were pioneering then, and during the last ten years radio has moved a long way. I think there is need for a real fact-finding study of the new and broad problems facing the radio industry. That is the real purpose of my resolution."

Asked if Chairman McNinch should submit specific recommendations for Congressional action, and if he thought regular hearings by the Senate Interstate Commerce Committee would be sufficient to accomplish his objectives without a special Senate investigation, Senator White said that he did not care to comment until the recommendations had been made.

No Immediate Action

He said he had been collaborating with Senator Wheeler, and until he had the opportunity to confer with him, did not care to make any further statement. He does not expect any action at the special session on legislation directly affecting the radio industry.

Senator Wheeler returned to Washington Nov, 24 but said he preferred not to talk about radio until he had opportunity to survey the situation.

In the House side there is a similar attitude toward a probe of the FCC. Representative Wigglesworth (R-Mass.) has been an outspoken critic of the communications agency and a supporter of the resolution sponsored by his late colleague, Rep. Connery (D-Mass.), ordering a House probe.

"I have a great deal of confidence in Mr. McNinch," Rep. Wigglesworth said. "I am still supporting the Connery resolution but I am not disposed to push it until the new FCC chairman has had an opportunity to deal with the big job before him."

He said that although Rep. Connery is dead, his resolution will remain before the House Rules Committee and can be acted upon at any time. His chief complaints are against "monopolistic control" in radio and "profiteering" in licenses, two subjects Mr. McNinch has said will have his attention.

"I do not see why the Government should grant a license to me without cost and then allow me to sell it for a half-million dollars," Rep. Wigglesworth observed.

The one discordant note toward the FCC as Congress returned to work was sounded by Rep. W. D. McFarlane (D-Tex.). In a long letter to Chairman McNinch, the oft-heard Texan called for an explanation of the action of the Commission in disqualifying Commissioner George H. Payne in the Segal-Smith case. Chairman McNinch, in a curt reply to Mr. McFarlane, stated he had presented his letter to the members of the Commission who participated in the Payne action and all deemed it improper to debate with him "the merits of action taken in judicial proceeding."

The Actual Facts

"Such action can only appropriately be discussed or argued by the Commission in its opinion in the case," Mr. McNinch added. Meanwhile Rep. McFarlane addressed another letter to Chairman McNinch, but it was not made public.

The first McFarlane letter, sent Nov. 16, asked why Commissioner Payne had been disqualified in the light of a precedent established in 1932 when Commissioner Thad H. Brown was permitted to participate in a case involving WNYC, New York municipal station, over objections of that station. He further stated that the WNYC application was rejected "by a vote of 3 to 2 with Commissioner Brown's vote constituting the majority".

The official Radio Commission minutes of May 6, 1932 in the WNYC case, disclose that the Texas Congressman was in error. It is shown that the vote was 4 to 1, and not 3 to 2, and that Commissioner W. D. L. Starbuck dissented. Moreover, in the arguments on the appeal taken by the station to the Court of Appeals, Duke M. Patrick, then Radio Commission general counsel, argued the point of Commissioner Brown's participation and held it did not prejudice WNYC. The court, in its opinion the following April, evidently attached so little significance to this that it made no mention of it whatever.

While the special session is not slated to take up any of 50-odd measures pending before the Congress affecting radio, the legislative wheels are being oiled to begin consideration of some of these measures in the regular session.

Senator Duffy (D-Wisc.) intends to resume his efforts for copyright legislation and also ratification of the copyright treaty which ties in with his copyright bill.

"I will move for consideration of the copyright treaty during the special session if possible," he told BROADCASTING. "If I do not have the opportunity at the special session, I certainly will do it early in the regular session."

In explaining the need for early action on the copyright treaty, Senator Duffy said an edition of Margaret Mitchell's *Gone With the Wind* was being published in Holland, and the Atlanta author was powerless to stop it. "Holland is a signatory to the treaty, and if the United States had ratified it, Miss Mitchell could prevent republication of her book," he said.

Although Senator Duffy asserted that ratification of the treaty will help, he feels that passage of his copyright bill is needed to straighten out the copyright situation. This measure passed the Senate during the Seventy-fourth Congress and Senator Duffy will move to again put it through during the next regular session with the hope that it will not again be bottled up by the House Patents Committee. He does not minimize the power of ASCAP in opposing his bill but feels there is a good chance of getting favorable action, especially in view of the international situation.

SAFETY AWARD—Carl George (left), of WGAR, Cleveland, active in Safety Council activities, has started a series designed to point out good and bad points of city driving. Three times weekly Mr. George with a Cleveland Safety Department representative, drives Cleveland streets in WGAR's mobile transmitter. Listeners hear from Mr. George and the patrolman who describes actions of motorists in the city's busier sections. Broadcasts are scheduled at rush hours. To the "Best Drivers of the Week" WGAR awards a merit certificate, which tells of the honor conferred. Others in upper photo are Frank Austin and Safety Representative Holsinger.

Administrative Court

Another bill to have serious consideration during the regular session is the proposal of Senator Logan (D-Ky.) for establishment of an administrative court. He pointed out that France already has such a court and it is functioning in a highly satisfactory manner. "Early in the regular session I expect to ask for hearings by the Senate Judiciary subcommittee selected to consider the bill," he said.

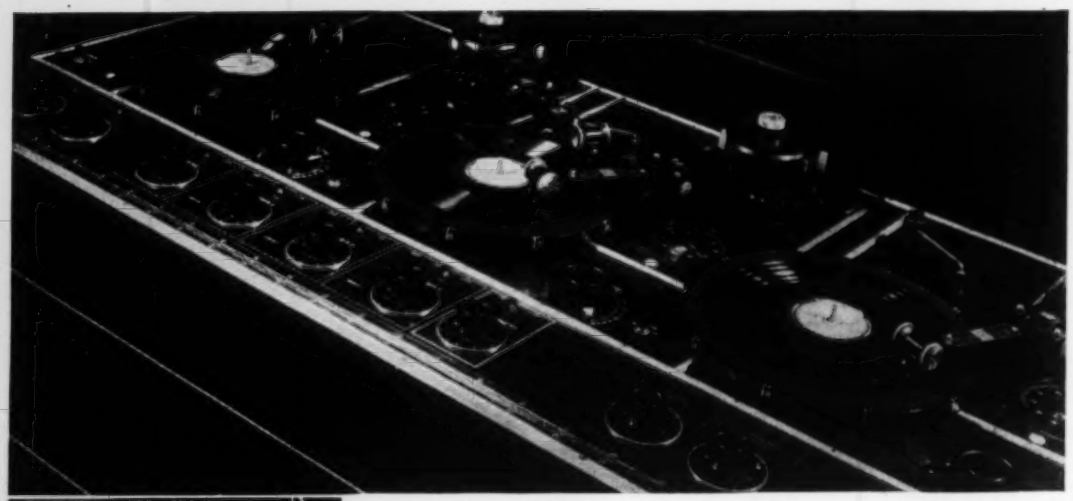
Under the Logan bill the proposed court would have powers to review the "final action" of departments and commissions over the granting and revocation of licenses, permits, registrations, or other grants for regulatory purposes, including radio station licenses.

A House Interstate & Foreign Commerce subcommittee is expected to meet during the special session to perfect a new print of the food and drug bill which has already passed the Senate. No action, however, is expected by the full committee until the regular session. The main difference between the House and the Senate is on whether the Department of Agriculture or Federal Trade Commission will administer the bill. Because of the estimate that one-third of the radio turnover (some $40,000,000) is represented by the purchase of time by food, drug and cosmetic advertisers, this legislation is important to the broadcasting industry.

There is a much more friendly attitude in Congress toward private business than has existed since the depression. More and more Congressmen apparently feel that if the nation is to continue a recovery march, then private business must be encouraged in order to bring capital out of hiding and take up where government spending leaves off.

Senator Byrnes attempted to bring up the government reorganization bill before the Senate on the second day of the session, but was blocked by those advocating the anti-lynching bill. The Byrnes government reorganization bill, as well as the separate bills passed by the House, exempt the FCC.

XUM



SOUNDS WHEN THEY'RE WANTED

New CBS Turntable Removes the Guesswork From Transcribed Effects by Novel Devices

DEVELOPMENT of sound effects records to the point where more than 75% of radio's sound effects come from discs has relieved the sound effects engineer of much brain-racking to produce his own sounds, but it has raised a new problem—that of dropping the needle on the record exactly at the desired point and time so that the wished for effect arrives on the dot and not five seconds too soon or too late.

Chalk marks have been of some help but not nearly enough in this split-second business where a miss of a single groove may entirely spoil the effect. But such worries are a thing of the past in CBS studios in New York, which now boasts a new turntable equipped with an automatic spotting device so exact that it can split a word in half, dropping the first syllable.

Secret of this device is a dial which registers the position of the tone arm so exactly as to enable the spotting of the needle not only to the desired groove but to any spot on that groove. In rehearsal the sound effects technician presses a button beside the dial. When the desired effect is reached he lifts his finger; the dial hands stop and he makes his reading. During the broadcast he sets the dial at that point and when he gets his cue and starts the record the motor-driven tone arm lowers the needle to the disc at exactly the right spot at exactly the right time. The whole spotting operation can be done in six seconds.

One Man, Not Three

Three turntables, each individually driven by its own variable-speed motor drive, accurate to within a fraction of 10% at any set speed from 10 to 120 r.p.m., and each with its own automatic tone-arm, are contained in the CBS console. The parts are so carefully tooled and constructed that a record may be rehearsed on one table and played on another at the same reading. The tone arms may be swung either to the right or left, permitting the use of two simultaneous pick-ups from a single record. The individual and master speed controls, the low pass and high pass filters and the volume controls for the basis and intermediate speakers are accessible to one engineer, who can handle as many effects as would require three men with ordinary reproducing equipment.

A separate unit contains the two 18-inch Jensen dynamic speakers, each mounted in its own loading column. Each speaker has its individual power amplifier, giving clearer tone and better quality and allowing complete control of both high and low frequencies. Other turntables or electrical effects or microphones may be plugged into the turntable console and fed through these speakers.

This unique reproducing instrument is the result of more than three years of experimentation by Walter R. Pierson, head of the CBS sound effects division. After conferring with many manufacturers and himself building several spotting models, he collaborated with Mr. Proctor of the B. A. Procter Co. in planning this device. Additional refinements of design and construction were carried out by Fairchild Aerial Camera Co.

Proof that such a machine aids rather than replaces the ingenuity of the sound effects engineer was illustrated recently when a script called for the sound of a glacier breaking up. After contacting museums, colleges and explorers' clubs to locate someone who had witnessed such a spectacle and learning what it sounded like, the CBS sound staff achieved a perfect imitation through the simultaneous use of a record of bacon frying, played at 10 r.p.m. and with all the high frequencies filtered out, a record of corn popping, likewise played very slowly, and a thunder record.

STAR RADIO PROGRAMS Inc., New York, has released a new holiday series entitled *Christmas Tree of 1937*, which includes 25 scripts. Subscribers to the series include KDYL, KMO, WBLK, KGU, KFBK, KFXM, WMC and WQBC. New subscribers to the organization's program, *Good Morning, Neighbor*, are CHAB, KLZ and WMMN.

Pepsodent's Plans

PEPSODENT Co., Chicago (toothpaste), will use either a 3:30-4 p. m. spot or the 5:30-6 p. m. half-hour on Sunday afternoons for its Walt Disney show starting on the NBC-Red network Jan. 2. Forty-eight stations will be used in the coast-to-coast hookup. Basil Loughrane, head of the radio department of Lord & Thomas, Chicago, agency handling the account, will go to Hollywood to handle production for the first two programs. Whether he will stay in Hollywood or return to Chicago and let the West Coast office of the agency handle production of the show is still undetermined.

Fairbanks Dealers

FAIRBANKS-MORSE Home Appliances, Indianapolis (Conservator refrigerators), through local dealers will shortly start placing one-minute transcribed dramatized commercials on a group of stations. Discs were cut by RCA, Chicago, and produced by Arthur W. (Tiny) Stowe. Henri, Hurst & McDonald, Chicago, is agency.

Smith Bros. Spots

SMITH BROS. Co., Poughkeepsie, N. Y. (cough drops), started Nov. 15 a series of spot announcements to be heard on a list of more than 50 stations throughout the country. Agency is Brown & Tarcher, New York.

OUT of 102 broadcasting stations in Australia, 20 are "national stations" operated by the government and 82 are privately owned, deriving their revenues from advertising. Of the latter, newspapers control 20 and have an interest in 11 others.

Smith Takes Post With Gruen Watch

LEAVING WLW to become director of advertising of the Gruen Watch Co. in Cincinnati, Frank M. Smith, sales manager of the Crosley station for the last three years, was to assume his new duties Dec. 1 and immediately begin plans covering an extensive advertising campaign which will include radio.

Mr. Smith's duties at WLW have been taken over by Robert G. Jennings, heretofore identified with the management of WSAI. Whether this assignment will be permanent was not divulged. James D. Shouse, former general manager of KMOX, St. Louis, has taken over active direction of the Crosley stations as vice-president and general manager with Mr. Jennings serving as his chief assistant.

Mr. Smith's decision to join the Gruen Co. developed after several months of negotiation, it is understood. Arrangements were completed on Nov. 17. He will continue to make his headquarters in Cincinnati. It was learned Gruen plans to concentrate the major portion of its advertising budget on radio under Mr. Smith's direction. The nature of the contemplated campaign, however, has not yet been divulged.

Euclid Candy Expands

EUCLID CANDY Co. of California Inc., San Francisco, manufacturers and distributors of candy bars, which formerly concentrated radio activities to the San Francisco Bay region, has expanded its coverage and on Nov. 23 started sponsoring *Knox Manning*, news commentator, on two CBS California stations (KNX, KSFO), Tuesdays, 5:30-5:45 p. m. (PST). Initial contract is for 13 weeks. Sidney Garfinkel Adv. Agency, San Francisco, has account.

Live Show for Lydia

LYDIA E. PINKHAM MEDICINE Co., Lynn, Mass., sponsoring the *Voice of Experience* five days a week on 56 stations, some live and some transcribed, on Dec. 27 will start broadcasting the program live throughout on a special hookup of the same stations. WOR, Newark, is the key station, plus WMCA, New York, WLW Line, and Colonial Network. Agency is Erwin, Wasey & Co. Inc., New York.

Hecker Adds Four

HECKER PRODUCTS Corp., New York (Silver Dust, Gold Dust), has added four stations to the list carrying the transcribed program, *Beatrice Fairfax*. New contracts, with WBEN, Buffalo; WFAA-WBAP, Dallas-Ft. Worth; WFBR, Baltimore, and WCAU, Philadelphia, will run for 52 weeks, two quarter-hours weekly, starting Nov. 30. Total list now carrying the program includes 8 Mutual stations, 14 Don Lee and nine spot. Agency is BBDO, New York.

CALCIUM CARBONATE Co., Chicago (Hen-Dine poultry food), has started three weekly five-minute periods on two Wisconsin stations, WIBA, Madison, and WTAQ, Green Bay, its first use of radio. K. E. Sheppard Adv. Co., Chicago, handles the account.

XUM

Baseball Leagues Plan Discussion of Radio at Sessions in December

POLICIES that minor and major league ball clubs will take regarding baseball broadcasts next year probably will be determined when the minor league club owners meet at Milwaukee Dec. 1-3 and the major league meeting in Chicago December 6-8. Representatives of General Mills Inc., Wadhams Inc., Socony and other leading baseball advertisers together with representatives of their agencies, are planning to attend both meetings.

Among major league problems to be discussed will be broadcasting the New York Giants and New York Yankee games in New York. In the past, the New York clubs have been adamant in their stand not to permit broadcasts from their grounds. Also up for discussion will be the question of curtailing the number of stations in one city broadcasting ball games. In Chicago last season, five stations (WBBM, WGN, WCFL, WIND and WJJD) broadcast Cubs and Sox games.

The National League will hold its meeting on Dec. 6-7 at the Congress Hotel, the American League at the same time at the Palmer House. A joint meeting of both leagues will be held at the Palmer House Dec. 8. L. C. McEvoy is radio director of the American League while Ford Frick, president of the National League and a former announcer, has charge of radio policies affecting his league.

College and Club Groups Form Texas Air School

RECOGNIZING the potential force of radio in the field of education, representatives of various colleges and prominent clubs in Texas met Nov. 20 in Dallas and began organization of the *Texas School of the Air*. Through the general education board, the new radio project—described as first of its kind in the United States—is asking for a grant of $126,000 from the Rockefeller Foundation to finance the school for two years.

Destined to go on the air in September, 1938, tentative plans call for four daily radio programs ranging from broadcasts for the youngsters to college bands and adult educational features. The plans include establishment of radio workshops at the University of Texas, Southern Methodist University and Texas State College for women at Denton. Broadcasts would be recorded at these shops and records sent to stations throughout Texas.

Mrs. J. C. Vanderwoude, State Radio Chairman of the Parent-Teachers Association, was elected president of the new *School of the Air*. Other officers elected are Dr. T. H. Shelby, University of Texas, vice president, and Dr. G. O. Clough, Southern Methodist University, secretary-treasurer.

AKRON LAMP Co., Akron (farm lamps), has started weekly quarter-hour participation of the *Grand Old Opry House* on WSM, Nashville. Additional outlets will be limited to farm stations, according to the agency, Guenther-Bradford & Co., Chicago.

BAD NEWS OF GOOD
M-G-M Spectacle Runs Into Internal Trouble

WITH Bill Bacher resigning as production head of the M-G-M-Maxwell House program, *Good News for 1938* on Nov. 19, Ed Gardner and Sam Moore, his former assistants on the show, have temporarily taken over production under supervision of Louis K. Sidney, M-G-M executive in charge of radio.

Bacher, who had a seven-year production contract with M-G-M which called for motion pictures as well as radio, said he had asked to be released from his obligation to the studio because of conflicting elements in producing the show. Breach between M-G-M and Bacher is understood to date from two weeks before the starting of *Good News of 1938* on the NBC-Red network Nov. 4. Bacher wanted "free rein" and better cooperation from the studio, which he claims was not forthcoming. Efforts were made by both sides to patch up the difficulties but without success. Bacher is credited with selling General Foods Corp. the idea and it is reported in Hollywood that the organization might step in to bridge the difficulties.

It is understood *Good News of 1938* will be revamped with a motion picture star added as master-of-ceremonies in an attempt to build the series around a personality, much like the new Warner Bros.-Lucky Strike program which starts on the NBC-Red network Dec. 8.

WBS Auto Campaigns

NEW YORK Automobile Show prompted WBS, New York, to publish in *World News* the list of auto manufacturers for which it makes transcriptions, and the number of stations each uses. Chevrolet leads with 401 stations; others are Ford, 331; Buick, 93; Plymouth, 82; Oldsmobile, 65; Pontiac, 62; DeSoto, 58; Willys, 50; and Studebaker, 29.

COVERED WAGON — Built to scale is this model, symbol of United Broadcasting Co. and WHK, Cleveland. It was made and presented by W. E. Braun, Cleveland specialist in the art. With the model is Helen Thornton, of the WHK-WCLE staff. WHK was the pioneer Cleveland station.

Packard Signs for Year

PACKARD MOTOR CAR Co., Detroit, is renewing its *Hollywood Mardi Gras* Tuesday evening hour program on NBC's Red network for 52 weeks beginning Dec. 7 and on the same date is adding Walter O'Keefe as a permanent member of the cast, which also includes Charles Butterworth and Lanny Ross, with Raymond Paige's orchestra. Program originates in Hollywood and is placed through Young & Rubicam Inc., New York.

Scott's Powders Adds

SCOTT'S POWDERS, Chicago, have added 7 more stations carrying their 2 and 5 minute spots making 15 stations now carrying the schedule with others to be added shortly. New stations are WDBJ, WMMN, KFEQ, WWL, KFJB, and KOAM. Two and 5-minute programs are being broadcast three and six times weekly. First United Broadcasters Inc., Chicago, is agency.

FOURTH season of *Baseball School of the Air* started Nov. 16 on WAAB, Boston, under the direction of Jack Onslow who interviews prominent players, holds studio class discussions and answers all questions about the game.

NBC TELEVISES FASHIONS
Experimental Program Shows Styles and Such; Effect of Makeup Is Demonstrated.

FIRST all-fashion television demonstration was held Nov. 18 by NBC, under the supervision of Betty Goodwin, NBC fashion editor, and Ben Grauer. Purpose of the demonstration was to determine how much fashion detail can be transmitted by television at the present stage of its development. Lenox R. Lohr, NBC president, introduced the demonstration, and C. W. Farrier, the network's television coordinator, gave an explanatory talk.

Although conducted along lines of a laboratory experiment, rather than an entertainment, the demonstration indicated possible television technique in covering arrival of fashion celebrities at an airport, televising guests at a luncheon table, and possibilities of showing by television how to arrange an elaborate hairdress, how to apply make-up, and "Christmas shopping made easy by air." Daytime and evening ensembles in silk, wool and cotton, coiffures, accessories and make-up were the subject of the test.

One phase of the demonstration was a scene featuring the artist, Lester Gaba, and his much-photographed mannequin, Cynthia. Introduced as "Mr. Gaba Goes Shopping," close-ups of jewelry, brocade handbags, evening sandals, handkerchiefs and various small accessories were shown.

Make-up experiments televised in successive short scenes showed the medium's demand for dark reddish-brown or dark purplish-red lipstick, rather than orange shades, which are too light to be effective. Blue eye-shadow failed to show up until brown was applied over it. Television make-up technique requires a special base similar to that used for motion picture work.

Demonstration was given in honor of committee members for Fashion Futures, annual style pageant, and was viewed at about 20 experimental television receivers set up on the 62d floor of the RCA Bldg.

NEW YORK SCHOOLS START BROADCASTS

NEW YORK City School System, on Nov. 23 started its first action in presenting programs produced by and for public school students. Programs are heard Tuesday mornings on WNYC, New York, and will run for seven weeks, according to Dr. Harold G. Campbell, superintendent of schools. Series will include adaptations of plays, poetry readings, songs, and a symposium on housing problems. They will be broadcast from the studio recently established by the Board of Education in Brooklyn Technical High School, supervised by the school's principal, Albert L. Colston.

While city schools have at times taken part in broadcasts, this is the first time the Board has taken action of its own. All new schools in the city are equipped with radio receiving sets with speakers in individual classrooms. The present series is designed for junior and senior high school students, but tentative plans are being discussed for a spring series to include broadcasts for parents and for elementary school children.

According to Dr. Campbell, the Board of Education will not permit commercially sponsored programs to be broadcast in the schools, and feels that most of the sustaining programs now broadcast are of little educational value.

Imperial Optical Discs

IMPERIAL OPTICAL Co., Toronto, (optical supplies) starting January 2 will sponsor for 26 weeks *Wade Lane's Home Folks*, transcribed dialog and song serial by Mertens & Price Inc., Los Angeles production concern, on six Canadian stations, CJRC, Winnipeg; CJRM, Regina; CFQC, Saskatoon; CKBI, Prince Albert; CFCN, Calgary, and CJCA, Edmonton. Series is also being sponsored by Pacquine's Limited, Montreal (hand cream), on CRCT, Toronto and CFCF, Montreal. The business was placed thru All-Canada Broadcasting System which has also placed the Merten's & Price Inc., *Sunday Players* series on CKCW, Moncton, N. B.

Lead on Eaton

EATON PAPER Corp., Pittsfield, Mass., announces that leaders in its poll for radio's favorite artist are Jack Benny, Rudy Vallee, Bob Burns, and Gracie Allen. Offering a $1,000 prize for the listener writing the best letter about a radio star, the contest closes Dec. 15. The poll is being broadcast on WBZ-WBZA, WHN, WCAU, WHAS, WTAM, WJR, WMAQ, KFI [BROADCASTING, Oct. 1] and the agency is N. W. Ayer & Son Inc., Boston.

Jewelry Schedule

PEOPLES CREDIT Jewelers Ltd., with main office in Toronto and branches throughout Canada, is running a *Community Sing Song* once a week over CKCO, Ottawa; CKCL, Toronto, and CHML, Hamilton. Each program uses local live talent and will run all winter. Fifteen-minute programs are carried five times weekly. MacLaren Advertising Co. Ltd., Toronto, placed contract.

XUM

NAB Group Plans New Setup; Will Invite Wheeler to Speak

Washington Meeting Considers Loucks Resume of 100 Reorganization Proposals; Plans Report

GRADUALLY crystallizing its plans for revamping of the NAB, the Reorganization Committee of the association already has made tentative arrangements for Senator Burton K. Wheeler, key legislative figure in Congress, to address the forthcoming convention of the NAB, to be held in February.

The invitation was advanced through Ed Craney, director of KGIR, Butte, and a member of the Reorganization Committee. A formal invitation probably will be advanced shortly through the NAB board of directors. Under the instructions of the special NAB convention held in New York in October, at which the Reorganization Committee was appointed, broad plans for the convention were to be advanced by this committee and ratified by the board.

Meanwhile, the Reorganization Committee has scheduled its first meeting since its appointment at the New York session for Washington on Dec. 8. On the agenda were some 100 suggestions for reorganization, which have been reduced to a composite plan by Philip G. Loucks, former NAB managing director and counsel for the committee. Members of the committee are Edwin W. Craig, WSM, author of the reorganization proposal; Mr. Craney; John Shepard, 3d, Yankee Network; Walter J. Damm, WTMJ, and Edward A. Allen, WLVA, with Mark Ethridge, business manager of the Louisville *Courier-Journal* and *Times* operating WHAS, as ex-officio member.

Will Issue Report

The committee, immediately following its meeting, proposes to send out to all NAB members and to nonmembers alike its first report on the reorganization recommendations. Under the resolutions adopted at the special convention in October, these must be in the hands of all members 60 days in advance of the next regular convention which would act on them. Upon receipt of criticisms on this broad plan, the committee will draft its final proposals, to be submitted by mandate of the recent New York convention at least 30 days in advance of the next regular convention.

It is expected the convention will be held the first or second week in February, assuming that the two deadlines on the preliminary reports will be complied with. Washington appears the most likely place, although some committee sentiment exists for Chicago and possibly New York.

At this time it is likely the reports will be devoid of any specific recommendations as to the identity of the man or men who might be considered for the paid presidency of the NAB. While the Committee is known to be giving thought to such a personage, it nevertheless does not feel it is in the position of making any direct propositions to a man of such stature until the NAB membership authorizes it.

Sentiment on this point largely surrounds the retention of a man of demonstrated ability but not of the so-called "czar" status. It is felt the industry neither needs a dictator nor desires one and that it requires simply a man of impeccable reputation and recognized ability to take over the helm and direct the broadcasting industry as a foremost instrumentality of public service. Similarly, the committee is not expected to recommend individuals for particular positions within the NAB, such as heads of the legal, technical, information or other departments which may be created. It is felt the man designated as the head and as paid president should have the opportunity of selecting his own aides. But the committee is expected to recommend departmentalization to provide for such branches of the NAB. It may also provide in the by-laws for appointment of standing committees and recommend establishment of committees or departments to deal with regional, local, clear channel and other groups which make up the industry. Such plans have been suggested.

Getting Out of Politics

Based on the multiplicity of recommendations already received it appears obvious that the committee will recommend that election of officers and of the board of directors go out of the convention itself. The preponderant view is that politics should be taken out of conventions and that broadcasters, by states or districts, should designate their own directors or council members, as the case may be. Both the president and the secretary would be paid executives, under most of the proposals. The honorary office of chairman of the board would be designated by the new board or counsel, as would the post of treasurer.

By adapting the best portions of the procedure of other trade associations, and making them applicable to the broadcasting industry, it appears likely the committee recommendation will be that delegates or board members be selected by broadcasters in the various states. Each director might represent a maximum of 15 stations.

Thus every state would have at least one director but states having more than 15 but up to 30 stations might have two directors, with those having more than 30 stations three directors. In that fashion, it is estimated that the board or council would be composed of some 60 broadcasters. An administrative committee of possibly seven members could be designated by the board and by association statute, and possibly be required to hold a number of meetings during the year. The board of 60 would meet on special call and before and after each annual convention, with the convention time and place probably designated in the new constitution.

The proposed board would be given broad authority in the constitution to carry on from year to year all of the trade association functions. That could be done in very brief by-laws under which the board would be empowered to delegate as much or as little power to the new paid executive as it sees fit. That provision would coincide with those of other trade associations, it is indicated.

Cost of Conventions

The probable proposal for election of directors or members of the council, of course, could not take effect until after the annual meeting, since membership approval is required. So far as indicated, there is no proposal to change the basis of voting for directors, with each station to carry one vote but with the voting to take place before future conventions and by states.

Consideration also has been given to a proposal that the NAB pay the expenses of delegates to conventions on a bare mileage basis. This would be premised upon the requirement that the delegate attend every meeting on time or forfeit the payment of transportation. In that manner, it has been found in other trade associations, full attendance is practically guaranteed. The cost is absorbed in the membership dues.

The matter of paying dues under the proposed new structure is still in doubt and depends upon the final plan worked out and approved. Some thought is being given to payment of dues on the basis of percentage of gross receipts of stations rather than on a flat fee based on income brackets. The NAB has had an income of from $80,000 to $90,000 annually, based on quarterly payment of the station's highest quarter-hour rate. At the special convention, however, a 50% increase in dues was voted, with the requirement that stations pay their highest quarter-hour rate six times instead of four times a year, which would bring the income up to between $120,000 and $130,000, provided the membership of 400 odd remains intact.

Another proposal likely to be advanced is that for provision of a class of associate memberships with nominal dues and a non-voting classification. This group would include set manufacturers, transcription companies and possibly radio set dealers and service men.

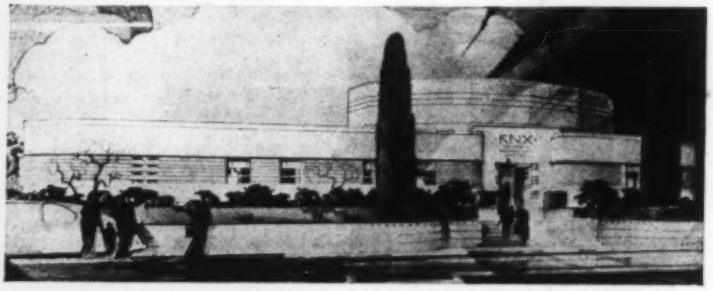
The plan also will encompass a project for establishment of cooperation with other groups directly and indirectly interrelated with broadcasting, such as the Radio Manufacturers Association, Association of National Advertisers, American Association of Advertising Agencies, Institute of Radio Engineers, and Advertising Federation of America.

The Reorganization Committee is expected to decide definitely the place and time of the next convention for recommendation to the NAB board during its Washington discussions. The tentative plan is to have all of the guest speakers appear at the initial day's session after which broadcasters would be expected to take off their coats and get down to the work of reorganization.

James W. Baldwin, NAB managing director, returned Nov. 21 from Havana, where he attended the Inter-American Radio Conference, still in progress. He immediately plunged into accumulated NAB affairs but intended to return to Havana in event the situation there required it.

WATL Prizes

WATL, Atlanta, is sponsoring a College Scholarship Contest for seniors in high schools and accredited private schools of Atlanta. A total of $700 will be awarded to three boys and girls, in the amounts of $200, $100, and $50, as the first, second, and third prizes, with a special award of $50 each to the school whose pupil wins first prize. Competition is based on the writing of a half-hour radio drama. The dramas will be presented over WATL, with the winners selected in a series of eliminations. J. W. Woodruff Sr., president of WATL, who initiated the contest, is personally contributing the $800.



FOR KNX—This new building, on which work began Nov. 15, will house the new transmitter of KNX, Los Angeles, and will cost $300,000. It is located on a 37-acre tract at Hawthorne Ave and 190th St., Los Angeles. A circular room 56 feet in diameter will house equipment, surrounded by a glassed-in visitors' gallery. James Middlebrooks, of CBS engineering staff, is supervising construction. Architects are John Parkinson and Donald D. Parkinson. Construction will take several months.

Resort Tests Radio

PALM SPRINGS Business Men's Association, Palm Springs, Cal., is using radio for the first time in a three-month test campaign on KFI, Los Angeles. The weekly quarter-hour program is institutional with no commercials. Besides a vocalist and guitar accompanist, program includes a "Letter to Kim" read by a woman narrator who sets forth the desirability of Palm Springs as a homesite. Resort attractions, hotels or rentals are not mentioned. Copy is confined to Palm Springs real estate, but with no individual names mentioned. Palm Springs is a fashionable Southern California desert resort community. If test is successful it will be continued through the winter and other stations will be included. Allied Advertising Agencies Inc., Los Angeles, has account.

BIG, YES! — BUT REASONABLE!

IF YOU think we're chesty and self-sufficient just because we're big — you've got another guess coming to you!

Here at WHO we realize deeply that we're big because we are still in step with the little every-day lives of five million *little* people — of whom we ourselves are a few.

And so they continue to listen to us, and advertisers continue to give us the bulk of their business — not only because we've got nine times as much power as all other Iowa stations combined, but also because lots of them would *prefer* to do so, even if the power story were reversed. . . .

WHO *for* IOWA PLUS

Des Moines . . . 50,000 Watts

J. O. MALAND, Manager . . . FREE & PETERS, INC., Representatives

XUM

Facsimile's Place in Radio Spectrum

Four Stations Already on The Air; Six Others Plan Service

THE PLACE facsimile broadcasting is destined to hold as a radio program service medium may be defined in new experiments now under way in various sections of the country, undertaken largely at the suggestion of the FCC.

Taking advantage of the new rules governing such experimental operations, placed in effect early this year and permitting facsimile transmission on regular broadcast frequencies, four stations already have been granted licenses for facsimile experiments and six others have applications pending. In addition, five stations are experimenting with facsimile in the general experimental high-frequency band, rather than on their regular broadcast frequencies.

Already an established commercial medium for "record communication" in the transmission of weather maps, photographs and other record material, facsimile is still an unknown quantity as a supplementary listener service. Technically, it is feasible to accomplish transmission of record material, such as halftone ads, newspaper pages and the like, through a comparatively simple attachment to the regular radio receiver. Similarly, relatively inexpensive equipment can be used in conjunction with the regular broadcast transmitter.

Advocated by Judge Sykes

In its early stages, facsimile was regarded as a possible competitor of the newspaper, but this view largely has been dispelled. More rapid transmission of recorded news to remote and outlying areas is possible with facsimile, it is pointed out, but it is not regarded as a likely competitor of the newspaper in metropolitan areas.

In an address before the NAB Convention in Chicago last June, Judge E. O. Sykes, then chairman of the Broadcast Division, said the FCC was "very much interested to know whether the general public wants a facsimile broadcast service, and if such a service can be supplied at this time." He urged broadcasters to engage in the experimentation and test public reaction.

Stations already holding licenses for experimental facsimile transmission on their regular broadcast frequencies are WHO, Des Moines; KFBK, Sacramento; KMJ, Fresno, and WGH, Newport News. Under authorizations given them, they are permitted to broadcast from midnight until 6 a. m. and in each instance they plan to pick up the signals on receivers strategically located in both urban and rural points. WHO and WGH are installing the Finch facsimile system, invented by W. G. H. Finch, former assistant chief engineer of the FCC. The McClatchy stations — KFBK and KMJ—also are understood to be planning use of this system.

Pending applications for similar authority to transmit facsimile are those of KSTP, St. Paul; WOR, Newark; KSD, St. Louis; WSM, Nashville; WGN, Chicago, and WCLE, Cleveland. It is anticipated that the applications will be granted, since they are definitely in the experimental category and the FCC has adopted a liberal policy on experimental operations.

In addition to these projected experimentations, five other broadcast organizations have been experimenting with facsimile for periods ranging from several months to several years but on the ultra-high frequencies. These include the Journal Co., which operates WTMJ in Milwaukee, with two stations; Oregonian Publishing Co., operating KGW and KEX, Portland; Radio Pictures Inc., Long Island City, headed by John V. L. Hogan, radio engineer, and the Yankee Network, Boston.

Receiving Sets Placed

WHO, according to its vice-president and manager, J. O. Maland, plans to undertake rather extensive experiments, and proposes to work in conjunction with certain other stations, such as WGN and WSM. Fifty receivers have been leased from the Finch organization by WHO, 30 of which will be placed in Iowa and 20 outside the State. Recorders will be located in such cities as Chicago, Washington, Denver, San Francisco and Omaha, in addition to those in Des Moines and in every other section of Iowa. The receivers are equipped with automatic time clocks so they will shut off after the transmission is concluded, and they therefore are more expensive than the recorders likely to be used when mass production is possible.

The production cost of the experimental recorders, it is understood, averages about $100, but it has been estimated by experimenters that on a mass production basis the cost could be brought down to $30 or $35.

WHO, it is understood, plans to transmit news in typewriter type rather than set up a regular newspaper format. Initially, its transmission schedule will be from midnight to 1 a. m. Since the same system will be used by a number of stations, the receivers placed in the field by such stations will be able to pick up the transmissions of all stations within range with the identical system. In other words, the signals of such stations as WHO, WGH, WSM and WGN, all of which will use the Finch system, will be able to pick up the visual transmissions of all those stations. KSD, it is understood, plans to use RCA facsimile equipment.

Regular reports on the results achieved in this transmission will be sent to the FCC periodically, under the experimental rules.

A new facsimile station to operate in the ultra-high frequencies was applied for Nov. 23 by the *St. Louis Star-Times*. An applicant for a regular broadcast station, the *Times'* facsimile request sought use of the high frequency station transmitter of its station W9XOK with 100 watts.

MODEL CHART FOR STATIONS

IDEAL CHART—Drafted by Herman S. Hettinger, former NAB research director and Walter J. Neff, head of Neff-Rogow Inc., advertising agency, which will be included in their new book *Practical Radio Advertising* to be published early next year by Prentice-Hall. The volume will be the first, its authors claim, to deal comprehensively with the planning and execution of a radio advertising campaign from determining at the outset whether the product should go on the air and, if it does, to checking the results after it is under way.

By HERMAN S. HETTINGER
Assistant Professor of Marketing
University of Pennsylvania

RADIO stations vary greatly as to organization. This is due in part to the fact that there is much doubling up of jobs, especially in smaller stations. However, the infancy of radio as a business and the extent to which stations have grown by chance rather than planning are still reflected in the majority of station organization charts.

Because of the confusion in the field, it is advisable to approach the problem of station organization from the viewpoint of an ideal organization chart. The chart reproduced in connection with this article is based upon a study of the organization of a group of representative larger stations, as well as a detailed analysis of station functions as revealed in the excellent classification of accounts developed several years ago by the NAB Cost Accounting Committee as part of its standard accounting system.

The Basic Functions

Four basic activities must be performed by radio stations, and these have been used as the basis for the organization chart. A signal must be produced, programs must be broadcast, station facilities must be sold to advertisers and the general activities of the station must be carried on by an adequate administrative and clerical force. Consequently four departments are necessary: (1) Technical or engineering; (2) program; (3) sales and (4) general office. Frequently there is a publicity director responsible to the station manager. Since his work is to aid the three major divisions in their contacts with the public, this activity can be considered as a portion of the administrative function.

The technical or engineering department is to the station what the mechanical department is to a periodical. However, in addition to its routine activities, it also is charged with responsibility of developmental work. The pressure of securing better coverage and the desire to receive a more favorable assignment from the FCC make research of this type highly important to the station. In the larger stations, this work may be carried on by specially trained engineers. The chief engineer and his principal assistant usually perform this task in the smaller stations.

The work of the program department includes the production of sustaining programs, together with those commercial programs which are under the direction of the station. The department also cooperates with agencies producing programs over the station. The work of the department is usually divided into three subdivisions; Music, program production and continuity. All except the smallest stations have a musical director, whose work usually includes copyright clearance and maintenance of the music library as well as the preparation of musical programs.

Larger stations maintain separate personnel for national and local sales work. The service function is usually delegated to a merchandising department. Often this department consists of a single individual known as the merchandising manager. In other than the largest stations the merchandising manager frequently includes sales promotion and research among his duties.

New Lucky Strike Series Will Make Debut Dec. 8

AMERICAN TOBACCO Co., New York, on Dec. 8 will replace its *Your Hit Parade* series on NBC-Red, broadcast Wednesdays from 10 to 10:45 p. m. EST, with a full hour program, 10 to 11, originating at KFWB, Hollywood, to be known as *Your Hollywood Parade*. Program, advertising Lucky Strike cigarettes, will feature Dick Powell as master of ceremonies, an orchestra directed by Leo F. Forbstein, musical director of Warner Bros., a choir of 30 to 40 voices directed by Dudley Chambers, and previews of forthcoming Warner Bros. pictures with the featured players taking the same roles on the air as they do in the pictures.

Unlike other radio-movie tie-ups, this series will advertise only the sponsor's product and Warner Bros. need not be mentioned on the air. The sponsor is free to use whatever guest talent he wishes from other studios or entertainment fields. Program was originally planned by Transamerican, representing Warner Bros., and will be produced jointly by this firm and by Lord & Thomas, sponsor's advertising agency. Don Becker of Transamerican and Thomas A. McAvity of Lord & Thomas are in charge of production.

Powered for Results

CUSTOMER: My 35 mile drive has been well worth while.
CLERK: 7 years on WJR has brought customers from many states.

WJR

MICHIGANS GREATEST ADVERTISING MEDIUM

THE *Goodwill Station*
DETROIT

50,000 WATTS
COLUMBIA BASIC NETWORK

G A RICHARDS
PRESIDENT

LEO FITZPATRICK
VICE-PRES & GEN MGR

REPRESENTATIVES
EDWARD PETRY & COMPANY, INC.

New Station in Richmond, WRNL, Now on the Air

WITH its old staff as a nucleus, the new WRNL, Richmond, Va., went on the air Nov. 14, using Western Electric transmitter and speech input equipment and a 280-foot Blaw-Knox tower. The station, operating with 500 watts daytime on 880 kc., was formerly known as WLBG and operated at Petersburg, Va. It was purchased about a year ago by the owners of the *Richmond News-Leader* and authorized by the FCC to move into Richmond.

Mr. Sowers

Manager of the station is Earl Sowers, formerly with the newspaper, and commercial manager is C. Alden Baker, who held the same post with WLBG. Walter Selden continues as chief engineer. John Stewart Bryan, publisher of the newspaper and president of William & Mary College, is president and chief owner of WLBG Inc., the licensee corporation, with minority stock held by his son, Tennant Bryan, managing editor, and Douglas Freeman, editor.

Discs for Horlicks

HORLICK'S Malted Milk Corp., Racine, Wis. (malted milk), on Nov. 29 cuts its NBC *Lum & Abner* series from five to three programs a week and also increased coverage to include several more stations. Series is now heard Monday, Wednesday and Friday, 8:15-8:30 p. m. (PST) on the NBC-Blue network from Hollywood. Under a new contract, Chester Lauck and Norris Goff who enact the roles of Lum and Abner, received a salary increase. This change in schedule is their first in seven years of continuous network broadcasting. Horlick's is also considering transcribing the series for placement on stations not available to the network, it is said. Agency is Lord & Thomas, Chicago.

New Maryland Station

THE Maryland Eastern Shore's first broadcasting station, WSAL at Salisbury, went on the air Nov. 17 with a large booking of local and nearby advertisers. It operates with 250 watts daytime on 1200 kc. Licensed to Frank Stearns, former Washington insurance man, the station was designed and built by Glenn D. Gillett, Washington consulting engineer. It uses a Doolittle & Falknor transmitter with RCA speech input and a 150-foot Lehigh self-supporting tower. Its manager and commercial manager is J. Roy McLennan, formerly assistant advertising manager of Firestone and recently owner of his own advertising agency in Salisbury. Deane S. Long, formerly with WMFD, Frederick, Md., is program director, and Richard W. Bullers, formerly with WJEJ, Hagerstown, Md., is chief engineer.

CHESTER A'BECKET, of WHAT, Philadelphia, on Nov. 23 presented the 1500th *Dorothy Dix* column dramatization. More than a score of persons are included in the cast.

Mohawk Valley Net Has Six Sponsors

Three Stations Are Added to Original Group of Five

WITH six sponsors having signed contracts for four hours time a week, the newly organized Mohawk Valley Broadcasting System, which began operations the middle of November, feels that it has started on the right track. Basic idea of the new regional hookup, according to Burt Squire, its manager, is to supply coverage in New York State and lower New England to advertisers without affecting their broadcasting in metropolitan New York. The network has no New York City key station, but will pick up programs from any station in the city the advertiser may desire.

Mr. Squire

Beginning with five stations that were formerly members of the Hearst-controlled New York State Broadcasting System, which ceased operations on Nov. 20 and which Mr. Squire formerly headed, the Mohawk Valley network has added three more stations, and now includes WABY, Albany; WIBX, Utica; WSAY, Rochester; WBNY, Buffalo; WNBF, Binghamton; WMFF, Plattsburg, in New York, and WDEV, Waterbury, and WSYB, Rutland, in Vermont. Syracuse may also be added if desired, with a choice of stations being available to the advertiser.

Accounts Signed

The freedom to use any metropolitan station desired and the fact that the stations are connected with class A lines have gained the new network a ready reception by advertisers and agencies, Mr. Squire stated. Business signed by the chain includes: Five quarter-hours weekly for Hecker Products Co., New York (Hecker H-O cereal), placed through Erwin, Wasey & Co. Inc., N. Y.; two weekly quarter-hours for Maine Development Commission (Bangor potatoes), placed through Brooke, Smith, French & Dorrance Inc. N. Y.; a weekly 15-minute program sponsored by American Chicle Co., Long Island City (chewing gum), placed through Badger & Browning Inc., N. Y.; two quarter-hours weekly for Clear Again Inc., Chicago (cold tablets), placed through Schwimmer & Scott Inc., Chicago; a Sunday half-hour talk by the Rev. Gerald K. Smith, head of the Committee of One Million, placed through Transamerican Broadcasting & Television Corp., N. Y.; and a Sunday one-hour sermon by the Rev. Elmo Bateman.

L. C. Paine, who was associated with Mr. Squire when he was general manager of the New York State network, has joined Mr. Squire's new organization as a salesman.

KPBM are the call letters assigned for the new 100-watt daytime station on 1310 kc. which the FCC on Nov. 9 authorized Don M. Lidenton and A. L. McCarthy to construct at Poplar Bluff, Mo.

GENERAL GROCER CO. OF ST. LOUIS Has Used KSD IN ST. LOUIS

TO PUT GROCERIES IN ST. LOUIS HOMES

for the 5th Consecutive Year

This big distributor has used KSD to popularize its brands. What better testimony can be given than that of a local sponsor who knows the results he gets from a local station.

KSD daytime programs include a population of 5,099,802.

(Based on population of counties receiving one-half millivolt service or better.)

The Distinguished Broadcasting Station

Station KSD—The St. Louis Post-Dispatch

POST-DISPATCH BUILDING, ST. LOUIS, MO.

FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES

NEW YORK CHICAGO DETROIT ATLANTA SAN FRANCISCO LOS ANGELES

WBIL
NEW YORK, 5000 Watts

WOV
NEW YORK, 1000 Watts

WPEN
PHILADELPHIA, 1000 Watts

A MARKET THAT SURPASSES EVERY LARGE CITY IN AMERICA BUT TWO: NEW YORK & CHICAGO

There are 2,300,000 Italo-Americans living in New York, New Jersey, Connecticut, Pennsylvania and Delaware. It is a market with a population larger than any city in America, with the exception of New York and Chicago; larger than Philadelphia and Detroit; about twice the population of Los Angeles, and three times the population of Cleveland • This market is concentrated one hundred miles around New York City. We specialize in this market. We reach the Italo-American population of this territory every hour of the day and every day of the year. It is a billion dollar market. Are you overlooking it?

INTERNATIONAL BROADCASTING CORPORATION
132 West 43rd Street - Tel. BRyant 9-8080 - New York, N. Y.

Policy of Cash Discounts Endorsed by the AAAA

REPLYING to newspapers which have eliminated the 2% cash discount, the American Association of Advertising Agencies, in a printed circular, has released a resolution adopted recently by its executive board declaring the AAAA "as being unequivocally in favor of the continued maintenance of the cash discount policy and its adoption by the small minority of media which have not adopted this wide policy."

The standard cash policy of the advertising business, says the circular, is the principal stimulus to prompt payment to advertising media owners by agencies and to agencies by their clients. It adds that the cash discounts are regularly passed on to the advertiser by the agency when the advertiser pays on or before the agency's discount date, and thus the agency has no profit motive in suggesting that media allow it.

BELL CLOTHING Co., Oklahoma City, sold 185 suits of men's clothes in response to a program on WKY, no other medium being used.

Regular Series of School Broadcasts On 12 Stations Arranged in Chicago

FIRST OF the educational radio broadcasts to start on a regular basis as the outgrowth of the successful use of radio by Chicago schools, closed in September because of an infantile paralysis epidemic, will begin Dec. 2 on WGES, with a special weekly education series directed primarily to foreign born citizens.

Under the direction of Harold W. Kent, who has been appointed radio director of the project, programs will shortly be launched on 11 other Chicago stations. The 12-station setup represents the largest educational broadcasting experiment ever undertaken by any board of education.

Although scripts from the Federal Radio Script Exchange in Washington will be used on the first eight programs of the WGES show, the Radio Council of the Chicago Public Schools, as it is officially known, will handle the writing and production of all subsequent programs. The council will also write and produce all other shows in cooperation with the various Chicago stations. For the most part acting talent will be drawn from high schools, with other schools contributing talent later.

Personnel Assigned

Three Chicago teachers have been assigned to write scripts, another is in charge of auditions, while a fifth has been appointed music supervisor. Luella Hoskins, Cecelle Mulroy, Genevieve Forbes are writing scripts and doing research work, assisted by Lillian Novotny, acting as clerk and librarian. Lucille Steinmetz is handling production. No music director has been appointed. Allen Miller, head of the University Broadcasting Council, Chicago, is acting in an advisory capacity.

According to Mr. Kent, the school board's programs will generally be directed to elementary and high school pupils while the University Broadcasting Council's shows will be directed to college students and adults. Eventually a tieup is hoped to be made between the UBC and the newly formed radio council.

Although many of the broadcasts will be heard in the evening, some will go on in the afternoon and will be tuned in by entire classrooms. Radio lessons in these broadcasts, will be tied in with regular school lessons.

Mr. Kent, radio director of the air education program, has been detached from Prussing Elementary School, where he has been principal, to head the experiment. He conducted the *School of the Air* over NBC for some time and in the early days of radio was in charge of 15 educational broadcasts weekly over WMAQ, Chicago. He recently returned from Detroit where he conferred with Miss Kathleen Lardie, director of a similar radio educational project there. Miss Helen Johnson, director of the *American School of the Air* over CBS for the past eight years, who retired from that post last week, was also in Chicago Nov. 10 discussing the Chicago plans with Mr. Kent.

Stations that will carry the broadcasts are: WAAF WBBM WCBD WCFL WENR WGES WGN WIND WJJD WLS WMAQ WSBC.

"KANSAS RADIO FACTS" sets a new standard of unbiased fact-finding. It is based on 5,000 house-to-house calls . . . half city and half country . . . in every nook and corner of Kansas.

Here are USABLE FACTS that tell you at a glance WHAT types of programs are preferred by each group—WHEN they listen—WHY they buy! "KANSAS RADIO FACTS" is not based on a specially-selected area or a temporary condition. It tells an accurate story of radio in Kansas that will be true for years to come.

Write For Your Free Copy Today

WIBW — *"The Voice of Kansas"*

DON SEARLE, *Gen. Mgr.*

Represented by Capper Publications in

New York — Detroit — Chicago — Kansas City, Mo. — San Francisco

More Townsend Spots

TOWNSEND National Weekly, Chicago, on Nov. 21 added four more stations carrying transcribed talks, making 24 stations throughout the country being used either by *Townsend National Weekly* or local Townsend clubs. Townsend National Radio Club of Los Angeles, recently renewed weekly quarter-hour talks on 11 Don Lee stations, placed through Lisle Sheldon Adv., Los Angeles. The national headquarters in Chicago, is sponsoring weekly talks on WCAZ WLBC WMBD WHBF WKBV WDZ with other stations shortly to be added. Burton Keith, Chicago, is agency. Local Townsend Clubs, placed direct, are sponsoring weekly broadcasts over KGGC WMEX WRAW KYOS WHAT WSPD, with daily except Sunday programs broadcast over WTMV and KWJJ.

Perfection Expands

PERFECTION BISCUIT Co., Fort Wayne, has signed a new contract with WOWO in commemoration of its 1,200th program, and its ninth consecutive year of broadcasting. The company, one of the largest in the Midwest, has in the past broadcast two programs weekly, and these all live talent shows. Results have been so successful that the coming year will see three 15-minute programs weekly instead of the previous two. Plans are in the making to feed the Friday program to an Indianapolis station, as the company has recently opened a branch in that city.

Biscuit Firm Returning

NATIONAL BISCUIT Co., New York (crackers, cookies), now sponsoring *Dan Harding's Wife* on NBC-Red network, originating in Chicago, and who last year had *Twin Stars* nationally, is planning to return to the air on a national scale this winter. No details are available. Agency is McCann-Erickson Inc., New York.

XUM

and WWJ Is First in Detroit!

With Detroit now THIRD among America's markets, measured by both personnel and payroll in business and industry; and with WWJ FIRST in listener interest in Detroit (proved by actual survey), there is no doubt about Detroit being a MUST market and WWJ a MUST medium. The figures below and impartial WWJ coverage facts completely substantiate this claim. Investigate before planning future schedules.

Rank	County	Leading City	Percent of U. S. Total Personnel Employed*	Payroll†
1	New York County	New York	4.31%	9.27%
2	Cook County, Ill.	Chicago	3.36%	5.94%
3	**Wayne County, Mich.**	**Detroit**	**1.93%**	**3.67%**
4	Philadelphia County	Philadelphia	1.76%	2.84%
5	Los Angeles County	Los Angeles	1.70%	2.38%
		Total for five counties	13.08%	24.10%

* Employed in industry and business and on farms.
† Payroll for industry and business; farm figures not available by counties.

Authority: 1935 U.S. Census of Business—"Personnel and Payroll in Industry and Business, and Farm Personnel." Published in June, 1937.

WWJ

National Representatives

The PAUL H. RAYMER COMPANY

New York • Chicago • Detroit
San Francisco

America's Oldest Radio Broadcasting Station
Owned and Operated by The Detroit News

XUM

Work Started by WOL On 1 kw. Transmitter

WITH the last legal obstacle removed from its path, WOL, Washington, has begun installation of its 1,000-watt transmitter which will increase it from local to regional status on a full-time basis, William B. Dolph, station manager, announced Nov. 18. The station will operate on 1230 kc. in lieu of its present assignment on 1310 with 100 watts night, 250 watts day. A two-year quest for the regional facility was terminated last month when Continental Radio Co., Scripps-Howard subsidiary, dropped its appeal in the local courts against the FCC grant.

A Western Electric transmitter is being installed in a new transmitter house to be located in northwest Washington, just outside the District line. Two Blaw-Knox self-supporting antennas, each 230 feet high, will be installed for directional effect. Mr. Dolph said he hoped to have the new transmitter on the air in February or March.

Lucky Campus Plans

COLLEGIATE news broadcasts, which American Tobacco Co., New York, has been testing at Yale and Cornell in the interest of Lucky Strike cigarettes, may be extended to other colleges and universities early next year. Some 10 or 15 schools which publish campus dailies and which are located near broadcasting stations have been picked for consideration by the sponsor, but no decision is expected to be made until after the Christmas holidays. Plan calls for daily quarter-hour broadcasts of campus news, written, edited and broadcast by the staff of the school paper, with only the commercials being furnished by the agency, Lord & Thomas, New York. First tested at Yale for a month last spring, newscasts are currently broadcast for Yale students on WICC, Bridgeport, and for Cornell undergraduates on WESG, Elmira.

WHFC, which operates on 250 watts days and 100 watts nights, is now consolidated with WEHS and WHBI, also in Cicero.

ALL GRINNED—When Le Moine C. Wheeler, commercial manager of WHEC, Rochester, N. Y., got himself right in the middle of a bevy of beauties during a Lake Ontario yatching party. Mrs. Wheeler is on the left and the big grin on the right belongs to the popular Peggy Stone of CBS station relations. The little girl in the middle is Peggy's sister, Teddy. W. S. Shockley, local manager of Atlantic Refining Co., who took the picture, says he doesn't know what prompted the grins unless it's the success of Atlantic's sportcasts.

Networks Realign Cincinnati Setup

KTSM Affiliated With NBC As Supplementary Outlet

PARTIAL alteration of network service in Cincinnati, occasioned by the peculiarly dominant position of WLW, together with a curtailment of sustaining service of the WLW Line, new independent network project, developed during the last fornight.

The only other development in the network-station sphere was the affiliation of KTSM, El Paso, Tex., with the NBC-Pacific supplementary group to become effective next April 1. To be available either to the Blue or Red networks, KTSM will join as soon as lines between El Paso and Albuquerque, 230 miles away, are installed by AT&T. The network rate will be $120 per evening hour. KTSM operates on 1310 kc. with 250 watts day and 100 night but has a pending application for a shift to 1350 kc. with 500 watts full time. Karl O. Wyler is manager.

Cincinnati Setup

Under the new Cincinnati arrangement, all NBC outlets in the city—WLW, WCKY and WSAI—become available to advertisers on either the Red or Blue Network on an optional arrangement. WLW continues as optional to either Red or Blue advertisers. WSAI has been the Red outlet and WCKY the Blue.

It was also reported that Mutual programs might be made available in Cincinnati on an optional arrangement covering the three stations. While no formal announcement of this was made, negotiations have been in progress on it and it was thought likely that the arrangement would ensue to enable Mutual to clear time in the Cincinnati area when WLW is not available.

Transamerican Broadcasting & Television Corp., sales representatives for the WLW Line, has announced discontinuance of permanent lines to WJJD-WIND, Chicago-Gary, WXYZ, Detroit, and KWK, St. Louis. Henceforth, it stated, only commercial programs will be fed to these outlets. Sixteen-hour service will be retained for the original WLW Line group, comprising WLW, KQV, Pittsburgh, WFIL, Philadelphia, and WHN, New York, plus WBAL, Baltimore. These stations will continue receiving the Line's sustaining as well as commercial features. The reason ascribed for dropping the sustaining service to the midwestern cities, it said, was that these stations were broadcasting only a few of the sustaining programs and they did not require this service. It was felt that to continue the heavy costs of permanent lines was uneconomical.

Thrift Plan May Place

THRIFT & SECURITY Foundation, New York, headed by Herbert N. Fell, a non-profit philanthropic society, which has for some time been contemplating use of radio to promote thrift, has concluded plans for a campaign to arouse public interest in its "automatic savings plan". Use of radio will probably start in New York, and the Foundation is now seeking the cooperation of local stations.

Leadership
IN DETROIT
Showmanship and coverage undoubtedly help. But WXYZ's long leadership in major sponsored programs for Detroit advertisers must also have a foundation of GREATER SALES PER DOLLAR.
These big Detroit advertisers place their campaigns with us because we pay out for them.
Give us a chance to make money for you, too.
Choose from several established radio programs all ready for you, with responsive audiences. Write!
King-Trendle Broadcasting Corporation
300 Madison Theatre Building • • Detroit
Wm. G. Rambeau Co. Representative
Home Office: Tribune Tower, Chicago
Eastern Office:
550 Chanin Building, New York
Western Office:
Russ Building, San Francisco
WXYZ • DETROIT
Basic Station N B C Blue Network • Key Station Michigan Radio Network

They took our word

Even before the Western Electric 110A Program Amplifier was officially announced, orders began pouring in from broadcasters. They'd heard what *we* said it would do—and they bought on faith. Now they've been using it for some months—and some of them have written us what it has done for them. Today you need not take *our* word . . .

. . . you can take THEIRS!

WINS: "marked improvement in signal . . . certain dead-spots eliminated . . . both quality and volume improved."

WKBH: "signal at outer edge of service area noticeably improved . . . a great help in maintaining high program level without over modulation."

WOR: "areas where signal was hashed with monkey chatter now cleared considerably . . . 3 db audio increase has definitely aided in clearing this condition."

WTAG: "no difficulty in normal operation at level 3 to 4 db higher than previously used."

WAIM: "a very good investment . . . has increased fidelity of signal."

WDAE: "normal coverage increased 25% . . . quite possible to use 5 db of compression without any particular change in quality of transmission . . . never worry any more about any conceivable sort of line surge."

WISN: "Materially aids in maintaining higher average percentage of modulation . . . signal boosted between 3 and 4 db."

WMBD: "better signal to noise ratio."

KFYR: "average modulation percentage very much higher . . . interruptions due to high audio surges have ceased to exist . . . stations separated 10 KC can be tuned in without monkey chatter."

KXRO: "any station without it can hardly be called modern . . . makes it possible to broadcast most any voice, ballyhoo or shouting without spoiling effect."

WMBH: "unsolicited reports from localities and distances never or rarely heard from before, best prove the 110A is really doing its stuff."

WDAY: "unsolicited reports that we come-in much better . . . average modulation level about 3.5 db higher."

WJBO: "consider the 110A the outstanding development during the past 5 years . . . decided increase in signal . . . practical abolition of monkey chatter."

WHAM: "no fear of distortion from over modulation . . . will raise standards of any station which has one."

KQW: "has improved signal about 100% . . . much favorable comment from listeners and sponsors."

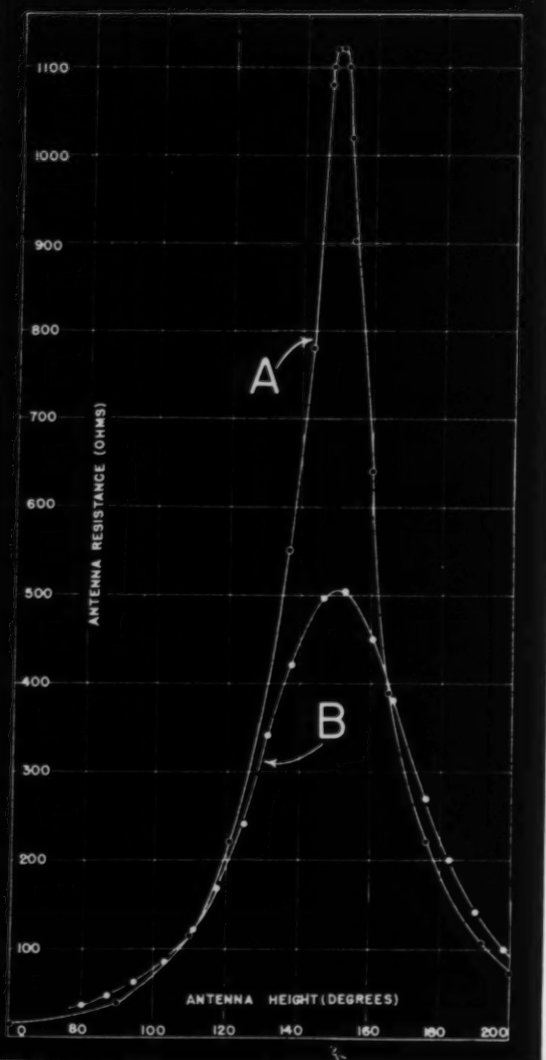
Distributed by GraybaR Electric Company

Western Electric

Distributed by GRAYBAR Electric Co. In Canada: Northern Electric Co., Ltd.

RADIO TELEPHONE BROADCASTING EQUIPMENT

ACTUAL FIELD TESTS* REVEAL THAT LINGO TUBULAR STEEL RADIATORS GIVE A NEW PERFORMANCE VALUE NEVER BEFORE ATTAINED BY ANY ANTENNA



*The chart illustrated here shows comparison of a Lingo Tubular Steel Radiator from tests made by Paul F. Godley and Dr. George H. Brown, well-known consultant engineers . . . and of an actual structural steel tower of conventional type from test figures published in June, 1937, issue of "Proceedings of the Institute of Radio Engineers." Note that the tower radiator (B) reaches a peak of 500 OHMS, with the Lingo Radiator (A) reaching 1200 OHMS . . . over *TWICE* that value.

The Curve "A" shows the measured resistance of a Lingo Tubular Steel Radiator, varying as a function of antenna height. (Note that the antenna height is given in degrees).

The Curve "B" is a similar curve for a guyed uniform-cross-section structural steel tower now in use, and considered up to now, the nearest approach to an ideal antenna yet obtained.

These facts, based on actual tests made by well-known antenna authorities, prove the superior performance characteristics of Lingo Tubular Steel Radiators, and denote the sinusoidal current distribution of an ideal straight wire, and give proof of the extremely low base capacity.

WRITE FOR ILLUSTRATED, DETAILED FOLDER
Describes Our Lowered Costs and the 5-Year Insurance Plan that Protects Every Lingo Vertical Tubular Steel Radiator.

JOHN E. LINGO & SON, INC.
Established 1897
CAMDEN, NEW JERSEY

VERTICAL
TUBULAR STEEL
RADIATORS

in the CONTROL ROOM

JACK SMITHSON has been promoted to chief engineer of KFVD, Los Angeles, and succeeds James H. Brown who resigned to join the NBC Hollywood technical staff. Added to the KFVD technical staff is Robert Clark, formerly of KRKD, Los Angeles.

WALTER J. SWENSON, formerly with Paramount Newsreel in Washington, has resigned from WNEW, New York, to become recording engineer for International Audio-Video Corp., New York.

M. B. LOWE, chief engineer of WDGY, Minneapolis, has left that station to join the engineering staff of Bendix Radio Corp.

A. C. TIFFANY, of WKBZ, Muskegon, Mich., is the father of a baby boy born in November.

NORWOOD PATTERSON, 15-year-old son of S. H. Patterson, manager of KGGC, San Francisco, recently was awarded a first-class radio operator's license, after but five months study. He is believed to be the youngest licensed operator in the West.

R. MORRIS PIERCE, chief engineer of WGAR, is the father of a baby boy born Nov. 6, his third child.

HAROLD SWANSON, engineer of WJJD, is in a serious condition at the Libertyville, Ill., hospital following an accident when his motorcycle collided with a truck Nov. 21.

PAUL KRIEGER and Paul Ernest Walden have been added to the operating staff of KUJ, Walla Walla, Wash.

EDDIE MILLER, NBC New York studio engineer, has been transferred to the network's Hollywood technical staff.

ARTHUR BENZON has been transferred to the Seattle studio of KVI, Tacoma, as studio and remote operator. Rodney McArdle has joined the transmitter staff.

GORDON JOHNSON, former radio maintenance man for Northwest Airlines, Inc., is now on the control staff of KSTP, St. Paul.

C. W. COMEGYS, KFAC, Los Angeles, technician, and Mary Lou Stack of that city were married Nov. 13.

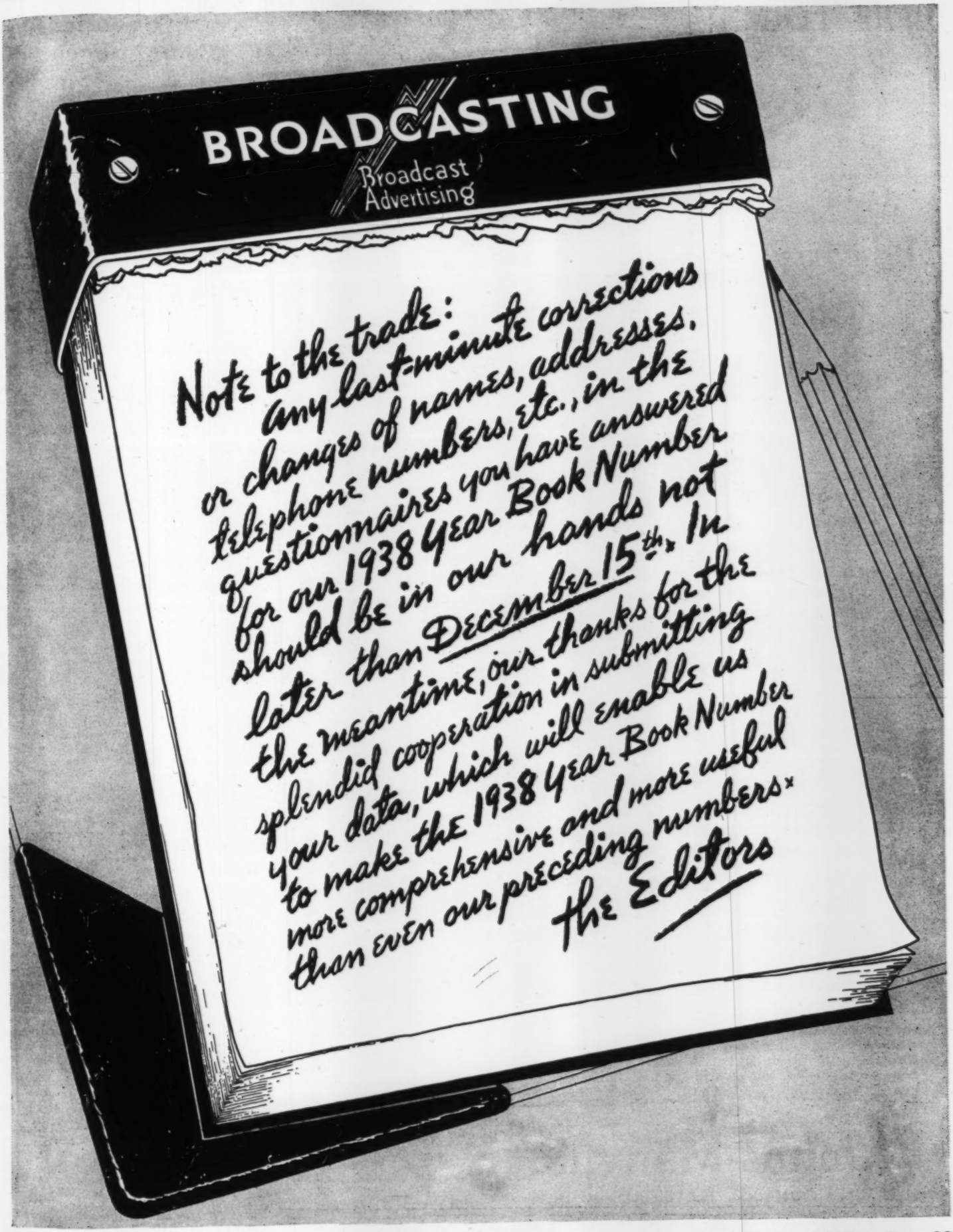
PHILIP WHITNEY, of Keene, N. H., has joined the engineering staff of WJEJ, Hagerstown, Md., as control operator.

Fred S. Liggett

FRED S. LIGGETT, chief engineer of WTMV, East St. Louis, died Nov. 17 of complications following a siege of pneumonia more than a year ago. He had gone to Florida a few weeks ago for a rest and succumbed at Lee Memorial Hospital, Fort Meyers, Fla. He was a native of Virden, Ill., where he was born in 1898. He is survived by his wife and 5-year-old daughter. Mr. Liggett entered radio as a sea-going operator more than 15 years ago. He was at one time transmitter chief for KMOX, and chief engineer of KSD, St. Louis, and joined WTMV in 1935 as its chief engineer.

FOLLOWING the example of the British Empire shortwave broadcasts, which are regularly done as recorded repeats of BBC programs due to time zone differentials, CBS is recording its Sunday night *Headlines & Bylines* feature and repeating it next night for Europe on W2XE's frequency of 11830 kc.

XUM


BROADCASTING
Broadcast Advertising
Note to the trade:
Any last-minute corrections or changes of names, addresses, telephone numbers, etc., in the questionnaires you have answered for our 1938 Year Book Number should be in our hands not later than December 15th. In the meantime, our thanks for the splendid cooperation in submitting your data, which will enable us to make the 1938 Year Book Number more comprehensive and more useful than even our preceding numbers.
the Editors

HERE, TOO...

MODERN ACOUSTICAL TREATMENT

by Johns-Manville

MODERN in design . . . construction . . . and appearance—this WWJ Auditorium Studio in Detroit, Michigan. And typical of the complete acoustical service provided by Johns-Manville in studios the country over!

Using J-M Acoustical Materials and Sound Isolation, J-M Engineers assure permanent protection against faulty acoustical conditions. Moreover, studios designed by these men are outstanding for their attractiveness, as well as for their assurance of high-fidelity reproduction.

Your own acoustical problems, whether in connection with new or existing studios, will be handled effectively and economically when you call in J-M Acoustical Engineers. Helping to design and build your studios in accordance with present-day sound-control methods developed by Johns-Manville . . . they create and safeguard broadcasting quality. For full details, write Johns-Manville, 22 East 40th Street, New York City.

JM Johns-Manville

SOUND-CONTROL MATERIALS AND ACOUSTICAL-ENGINEERING SERVICE

Equipment

THE Oct. 1 BROADCASTING reported in this column that KOAM, new station at Pittsburg, Kan., was equipped with Western Electric equipment throughout. In the interest of accuracy, we are glad to make a correction. Complete speech amplifying equipment for studio and transmitter installations were purchased by KOAM from Collins Radio Co., Cedar Rapids, Ia., and has been used since the station was opened. This equipment includes Collins 12Q and 12L speech input consoles, 12X remote amplifier, 7R-2 amplifier, 19G equipment cabinet and miscellaneous accessory units.

RADIO ENGINEERING & MFG. Co., Jersey City, maker of Remco radio equipment, has issued a bulletin describing its new 26B transcription playback, which is designed for advertising agencies, radio stations, educational institutions and producers of recordings or transcriptions.

WBRC, Birmingham, has purchased from RCA Manufacturing Co., Camden, a 5-D 5,000-watt broadcast transmitter together with speech input equipment.

WJR, Detroit, has ordered a complete new Western Electric master control equipment at a cost of $30,000. Andrew Friedenthal, WJR technical supervisor, who has been working on the plans for several months, placed the order in New York. The equipment will be placed in a new control room early next year.

CAPITOL Radio Engineering Institute of Washington, has published a new catalog titled "A Tested Plan for a Future in Practical Radio Engineering". Copies are available on request.

KFEL, Denver, has installed Remler recording equipment, under direction of Chief Engineer Pade Veatch.

RALPH ATLASS, president of WJJD, Chicago, and WIND, Gary, has instructed his attorney to file an application with the FCC for permission to use facsimile broadcasting for WIND. If application is granted the station will be the first in the Chicago area to get a facsimile license.

UNIVERSAL MICROPHONE Co., Inglewood, Cal., as of Dec. 1, has announced that all model microphones listed above $10 will thereafter be manufactured with a plug instead of connecting cable direct to the microphone. The new arrangement is a locking plug, developed especially for that purpose. The microphone will be separated. The velocity and dynamic models are at present going through production on the new schedule, according to James R. Fouch, president.

RADIAGE STUDIOS, Chicago, has been appointed midwestern representative of Radiotone Inc., Hollywood. Radiotone will soon announce a complete new line of studio, portable and home recording equipment. Leslie Noel Zemer heads the Radiage Studios in Chicago.

WCNW, Brooklyn, N. Y., has completed its new 180-foot transmitting tower, located in nearby Greenpoint. On Nov. 26 the station celebrated its 11th anniversary.

KDLR, Devils Lake, N. D., has installed a new Collins speech amplifier. It also has added a Western Electric saltshaker mike to its studio in the Grand Theatre. Other new equipment recently installed included a Blaw-Knox shunt-excited radiator.

Digest Making Plans

LITERARY DIGEST, New York, after Jan. 1 will test use of radio, starting with one New York station. Detailed plans have not yet been made by the agency, Prins & Keifer, New York.

Grove Considering Johnson Rebuttals

May Sponsor Discussions of General's NBC Comments

NEGOTIATIONS are under way whereby Grove Laboratories Inc., St. Louis, may pay for the time requested by reputable groups and individuals to discuss and refute issues raised by General Hugh Johnson during his regular NBC series for Grove's Bromo Quinine. According to Stack-Globe Adv. Agency, New York, the possibility of radio discussions and rebuttal broadcasts suggested itself as a result of the nationwide publicity attending the refusal Nov. 10 of NBC to air the General's speech on venereal diseases [BROADCASTING, Nov. 15].

Questions of policy and the method of selecting worthwhile and representative groups are being discussed by the network, the agency and the sponsor. Whether this type of program would open the way to a flood of controversial broadcasts or be a public service with strong listener appeal, remains to be seen.

Dr. Fishbein Speaks

Meanwhile, NBC clarified its policy on social disease broadcasts by having Dr. Morris Fishbein make an address Nov. 16 on its Blue network after he had been introduced by Gen. Johnson who said in part: "I don't care who talks about venereal diseases to the radio audience so long as the subject is brought out in the open and frankly discussed." So keen was the nervous tension of the NBC staff that in presenting General Johnson the announcer introduced him as "Doctor Johnson."

Dr. Fishbein, editor of the *Journal of the American Medical Association* and a recognized authority on social diseases, spoke at 10:30 p. m. He told of experimental work on venereal diseases, of the discovery of organisms causing syphilis and gonorrhea, of the Wasserman test and of the introduction of salversan in treatment. Dr. Fishbein gave credit to Dr. Thomas Parran, Surgeon General of the U. S. Public Health Service, for "bringing the control of these diseases more prominently to the public mind."

After the cancellation of Gen. Johnson's speech, WJR, Detroit, and WCAU, Philadelphia, CBS outlets, invited the General to deliver his speech over their facilities. These invitations were refused because of the General's contract to present his series on NBC. KSO, Des Moines, and WMT, Cedar Rapids, wired General Johnson for his script and asked permission to have their newscaster read the speech. This permission was granted and Benedict Hardman, news editor of the Iowa Broadcasting System, read the speech on these stations Nov. 15. According to IBS, many letters of commendation were received and the speech had a large audience appeal.

Chevrolet Increases

CHEVROLET MOTOR Co., Detroit, on Dec. 6 renews *Musical Moments*, WBS transcriptions, for 13 weeks, and will increase its station list to 350, an increase of about 85 stations. Campbell-Ewald Co., Detroit, is the agency.

XUM

NBC THESAURUS

[LISTS SUBMITTED BY STATIONS OFFERING THESAURUS PROGRAMS]

Sponsors

Pages from the NBC Thesaurus "Sales Manual" which is used by sales staffs at Thesaurus Stations

Send for a copy of the
new NBC Thesaurus "Portfolio of Recorded Programs"

ELECTRICAL TRANSCRIPTION SERVICE

NATIONAL BROADCASTING COMPANY

RCA Building, Radio City, New York · Merchandise Mart, Chicago

A RADIO CORPORATION OF AMERICA SERVICE

New FCC Considers Policies In Two Newspaper-Radio Cases

Hears Arguments on Kansas City Star Application For WREN and Transfer of Station in Oregon

THE FIRST of a series of more than a dozen pending cases involving newspaper acquisitions of existing broadcasting stations was presented to the reorganized FCC Nov. 18 in oral arguments involving the proposed purchase for $295,000 of WREN, Lawrence, Kan., by the *Kansas City Star*, which operates WDAF.

In a second case, that of acquisition of Station KOOS, Marshfield, Ore., by Sheldon Sackett, publisher of the *Coos Bay Times* of Marshfield and the *News* of Eugene, Ore., and copublisher of the *Statesman* of Salem, Ore., members of the FCC likewise showed considerable interest in both the purchase price and newspaper acquisition of the only radio station in the city. The purchase price was $14,000 but the examiner found that the equipment of the station had only an estimated $5,000 replacement value.

In both newspaper acquisition cases, the nature of questioning by FCC members indicated that some policy might be evolved on both newspaper ownership and transfers of stations. It has been contended that the FCC does not have any control over the purchase price of stations. Consequently, on that score the FCC may undertake to determine whether or not it does have such jurisdiction and if it concludes that it does, what formula it proposes to adopt in evaluating such properties.

The fact that Paul M. Segal and A. W. Scharfeld were asked to file a brief by Dec. 15 on the WREN sale and that Ben S. Fisher, counsel for KOOS, was asked to file a memorandum covering his views on the factors which should be taken into account in considering newspaper acquisition of stations, was viewed as particularly significant and pointing to the desire of the newly-constituted Commission to lay down policies on those subjects.

The cases were heard by five members of the seven-man Commission in the first day's oral argument before that agency since its reorganization Nov. 15 under which the division form of regulation was abolished. Commissioner Sykes, former chairman of the Broadcast Division, presided at the request of Chairman McNinch, who was present, however. Also present were Commissioners Brown, Case and Walker. Altogether, oral arguments on five separate cases were heard, with the most important involving the WREN sale on which Examiner Hill had recommended denial on grounds that it would be "a step" toward monopoly.

Precedents Are Cited

Deep interest in that issue was evinced by Messrs. McNinch and Walker, the latter participating in his first regular broadcast case, and counsel for WREN and for WDAF were plied with questions.

The issue is a live one, in the light of legislation proposing complete separation of newspapers from radio station ownership, now pending in the House, and because the FCC under the McNinch chairmanship is making a thorough investigation of this whole subject due to Administration and general interest in it from the purported monopoly standpoint.

Numerous precedents for acquisition of second stations in the same area were cited during the oral arguments of Mr. Segal, counsel for WREN, and Mr. Scharfeld, counsel for the *Kansas City Star*. The latter pointed out that the FCC during the last year had granted a half-dozen transfers to present station owners in the same locality with no question of monopoly raised, and he held that the monopoly question was not a part of the testimony in the formal hearing and therefore could not be made a part of the examiner's recommendation under the FCC regulations precluding an examiner from establishing policy.

It was pointed out that there are now seven stations in the Kansas City metropolitan area and that acquisition of WREN by the interests operating WDAF would not constitute a monopoly.

Prefacing his question with the statement that he was not familiar with the precedents and procedure, Chairman McNinch inquired as to the best evidence that the transfer of WREN would serve public interest. He said this point should be cleared before the matter of monopoly was even considered, since the law prescribes that the FCC must regulate broadcasting in such manner as to assure itself that the proposed operation will serve public interest, convenience and necessity. He said the Commission, in this instance, could not take into account the fact that WREN might profit from the sale.

Answering this point, Mr. Scharfeld stressed the present high quality of WDAF programs and of the promise in the record that if the transfer were approved, the *Kansas City Star* would place all of its resources behind the station in an effort to give maximum public service.

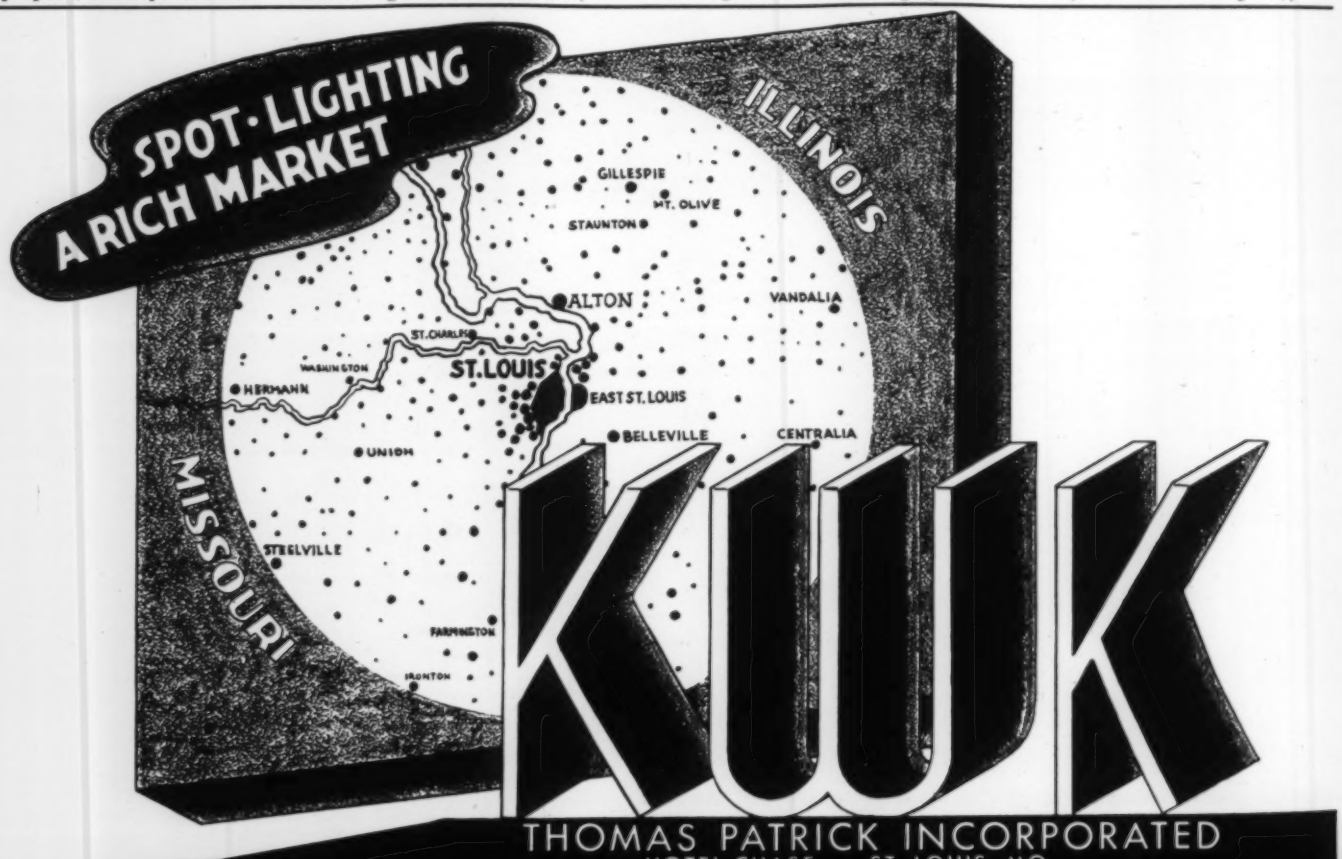
Commissioner Walker frequently

(*Continued on Page 34*)

Oh, Mr. Gehrig!

Chicago Herald-Examiner.

"I forget the name of the cereal—but it was awfully good!"



WKY DELIVERS ADVERTISERS THE BIGGEST AUDIENCE OF OKLAHOMA'S BEST-BUYING LISTENERS!

APPROVED

BY Oklahoma City's Approved Laundries

OKLAHOMA CITY'S Approved Laundries

APPROVED BY THE AMERICAN INSTITUTE OF LAUNDERING

November 17, 1937

Mr. M. H. Bonebrake, Adv. Mgr.,
Radio Station WKY,
Skirvin Tower Hotel,
Oklahoma City, Okla.

My Dear Mr. Bonebrake:

During the past two years our Approved Laundries programs over WKY have attracted national attention. Almost every week we receive letters from radio stations and laundries all over the country regarding the effectiveness of our radio advertising.

We feel, of course, than an important factor in the success of our programs has been our continuous effort to put on interesting shows. But a show without an audience would be a flop, so we are glad to give full credit to WKY's ability to deliver a tremendous daytime audience.

Daytime programs have proved both productive and economical for us. For two consecutive years we have had one or more daytime programs running on WKY and we have never failed to get results. This record speaks for itself.

Just as housewives of Oklahoma City have "approved" our Approved Laundry service and our radio programs, so do we "approve" WKY's daytime audience. It delivers the goods.

Sincerely yours,

OKLAHOMA CITY'S APPROVED LAUNDRIES

Ben Barnett

Ben Barnett, President

BB:fs

DIXIE PARRISH LAUNDRY • King LAUNDRY AND COMIC CLEANERS • NEW STATE Laundry AND CLEANERS • Okla. Speed Laundry

- Modern, efficient facilities enable WKY to provide satisfactory daytime reception in more Oklahoma homes than any other station. The aggregate attractiveness of its programs makes WKY the top-heavy favorite wherever it is heard. Added together, these give WKY "ownership" of Oklahoma's biggest audience of active, practical housewives . . . radio's best-buying listeners.

Best able to approve this statement (and ready and willing to talk) are the WKY advertisers who day by day see and feel the power of WKY stimulate sales . . . steadily, economically and surely. Typical is the statement at the left. Significant is the fact that every-day WKY results have "attracted national attention" and interest.

On its production record, WKY is the first buy in Oklahoma . . . ranks high in the "must" list of the country's best-selling stations.

WKY Oklahoma City

AFFILIATED IN MANAGEMENT WITH THE OKLAHOMAN, OKLAHOMA CITY TIMES AND THE FARMER-STOCKMAN
Representative — E. KATZ SPECIAL ADVERTISING AGENCY

XUM

FROM January 1st to and including November 14th, station KDYL participated in no less than 28 events of community interest. At every event except two, the broadcast was *exclusive* over KDYL.

That's an example of the audience-building, goodwill-building service which has won leadership for KDYL as the popular station.

Alert advertisers are quick to recognize the advantages of such popularity in the most important market between Denver and the Pacific Coast.

KDYL

SALT LAKE CITY

An N.B.C. Station

Nationally Represented by

JOHN BLAIR & COMPANY

NEW YORK CHICAGO DETROIT SAN FRANCISCO

LOS ANGELES

Newspaper-Radio Cases

(*Continued from Page 32*)

inquired as to the "public advantage" that would accrue as a result of the transfer. He asked whether it was the intention of the *Star* to "junk" WREN and thereby eliminate a competitor in the Kansas City area. Mr. Scharfeld disclaimed any such intention, pointing out that the $300,000 purchase price indicated the serious intentions of the proposed purchaser to continue operation of the station. He pointed out also that even with the acquisition, there would be five other competitive stations in the Kansas City area.

Finally, it was pointed out that the FCC has never denied an application either because of newspaper ownership or because of multiple ownership. Thus, Mr. Scharfeld contended, if two stations out of seven in a metropolitan area can be adjudged a monopoly, then such monopolies exist all over the country.

WREN and WDAF counsel were given until Dec. 15 to file a brief on the transfer. The decision is regarded as of great importance since it will constitute the first expression of the reorganized FCC —under the chairmanship of Mr. McNinch and with a second new commissioner, T. A. M. Craven participating—on the formulation of policy regarding newspaper ownership and acquisition of stations.

During Mr. Segal's argument, Chairman McNinch inquired whether the purchase price on WREN did not represent a "capitalization of the station's license." He said it was not clear to him that the Commission could shut its eyes to the price and that he desired to know what the station has to sell in addition to its license. His assertion that the mere desire of two parties to buy and sell could not be construed as sufficient basis to warrant approval, indicated that in the future stations must make an affirmative showing that improvement of service will result from transfers of licenses.

Mr. Fisher made a strong plea on newspaper ownership, pointing out that in no few instances newspapers pioneered commercial broadcasting. In a market the size of Marshfield, he said, economic injury could result if the two separate advertising media were under separate ownership. He contended further that those who are fostering separation of newspapers from station ownership do not understand the factors involved and the elements that unite to make for improved public service.

Sterling in Canada

STERLING PRODUCTS Inc., New York (Phillips Milk of Magnesia, Dr. Lyons' toothpowder), on Nov. 22 started a Canadian sales campaign using 11 stations. Contracts are for five quarter-hours weekly, 52 weeks, placed through Weed & Co. Program is the RCA transcription version of *Stella Dallas*, now heard on WEAF, New York, for Tetley tea, and on WJR, Detroit, for Calaspirin. Agency is Blackett-Sample-Hummert Inc., New York. Canadian stations are CKWX CJAT CFAC CKY CFCF CJKL CFCY CFRB CHNS CKCO CHSJ.

Transamerican Appoints Bill Ray to Be Manager Of West Coast Activity

Mr. Ray

WILLIAM (Bill) RAY, for the past 18 months production manager of KFWB, Hollywood, has been made western manager of Transamerican Broadcasting & Television Corp., the appointment being announced by John L. Clark, president, on Nov. 20, on his departure from that city for New York, his headquarters.

Ray has been with KFWB 13 years and became production manager when Harry Maizlish took over management. Ray stated Transamerican production activities will be centered in Hollywood. He will make his headquarters on the Warner Bros. Sunset Blvd. lot in that city. An extensive production organization is being set up with the assistance of Don Becker, production manager, who will divide his time between New York and Hollywood in the future. A San Francisco office will also be established. KFWB and Transamerican are subsidiaries of Warner Bros.

With Ray's promotion, Manning Ostroff, producer, was elevated to production manager of KFWB and Robert Kennett brought in as his assistant. Kennett was formerly production manager of WLW, Cincinnati.

Following affiliation with the California Radio System, production at KFWB is also being increased and a heavy schedule of network programs is to originate from there. Network includes 7 California stations, KFWB, KMJ, KWG, KERN, KFWB, KFOX, and KYA. Transamerican represents the network nationally.

CBS Asks Reargument In Plea to Buy KSFO

REARGUMENT of the proposal of CBS to acquire KSFO, San Francisco, through a long-term lease, was requested by the network in a petition filed with the FCC Nov. 17. The petition was filed pursuant to the announcement last month, coincident with the reorganization of that agency, that cases still undecided but which had been argued before any division, would be reheard by the newly constituted Commission.

Oral arguments on the KSFO-CBS application were heard last summer but the Broadcast Division did not render its opinion prior to its dissolution Nov. 15. The proposal was for lease on a five-year basis with options to renew for succeeding five-year periods. Examiner R. H. Hyde recommended denial of the transfer, which proposed that CBS pay to KSFO a rental of $25,000 a year plus an amount equal to one-seventh of the gross annual income in excess of $175,000.

THOUGH MANY STATIONS have been receiving literature from Radio Bands Inc., 180 N. Wacker Drive, Chicago, a BROADCASTING reporter was unable to contact any such firm at the address. The firm had been writing stations regarding a new transcription library service.

It takes a well-stocked platter to see the family through a holiday dinner without skimping. And the only way to get a full measure of coverage in the Connecticut-Southern New England market is to use the station that's right for the job—WTIC.

WTIC does a thorough job of reaching all of Connecticut, and big slices of Western Massachusetts, Eastern New York as well as Vermont and New Hampshire. About 4,000,000 people are included in WTIC's primary and secondary coverage areas. As prospects for most anything you have to sell, they rank like this, according to government figures: 15% more spendable income than the national average, 23% more retail sales—and 50% more food sales per capita.

As for their listening habits, Ross Federal's carefully chosen sample shows that at any given time 60.72% of these prosperous people can be expected to tune in WTIC compared to 24.37% for the next most popular station. You will find, as other national advertisers have, that this 149% greater coverage in the Hartford market makes WTIC a paying proposition.

Write today for our new 32 page brochure giving full details on the Ross Federal Survey and facts about the WTIC billion dollar market.

WTIC

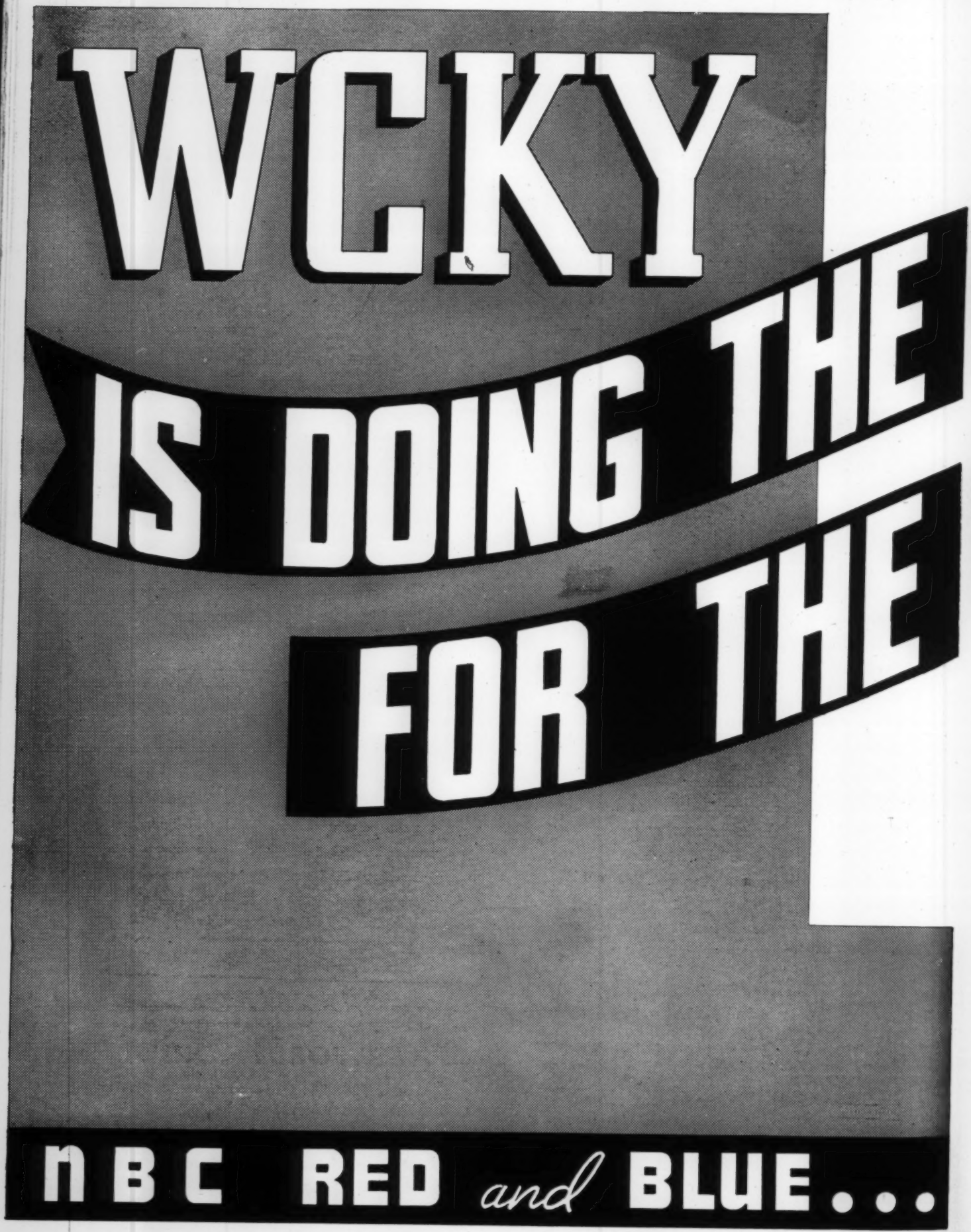
50,000 WATTS
HARTFORD, CONN.

THE TRAVELERS BROADCASTING SERVICE CORP.
Paul W. Morency, General Manager

Member NBC Red Network and Yankee Network
James F. Clancy, Business Manager

National Representatives: Weed & Co.

CHICAGO DETROIT NEW YORK SAN FRANCISCO


WCKY
IS DOING THE
FOR THE
NBC RED and BLUE...

REAL JOB ADVERTISER !

L. B. Wilson

TEN THOUSAND WATTS DAY *and* NIGHT

FREE & PETERS *National Representatives*

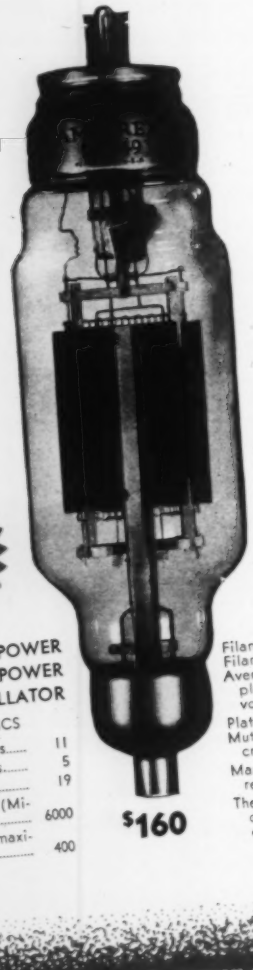
XUM

Ig-.0 Ig-.0 Ig-.0 Ig-.0

GAS . . . the enemy of tube life . . . is entirely absent in

AMPEREX

GRAPHITE ANODE AIR COOLED TRANSMITTING TUBES



849

MODULATOR, A.F. POWER AMPLIFIER, R.F. POWER AMPLIFIER, OSCILLATOR

CHARACTERISTICS

Filament potential volts	11
Filament current, amps.	5
Amplification factor	19
Transconductance (Micromhos)	6000
Plate dissipation (maximum), watts	400

$160

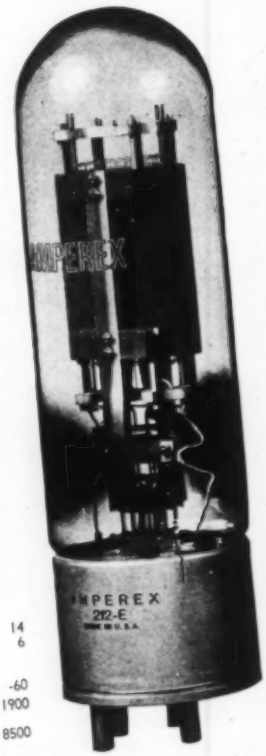
212-E

A.F. AMPLIFIER, MODULATOR R.F. OSCILLATOR, AMPLIFIER

CHARACTERISTICS

Filament voltage	14
Filament current	6
Average characteristics with plate potential of 1500 volts and grid bias of	-60
Plate resistance, ohms	1900
Mutual conductance, micromhos	8500
Maximum D.C. plate current, milliamperes	300

The AMPEREX 212-E is interchangeable with the WE 212-D or 212-E of any other make



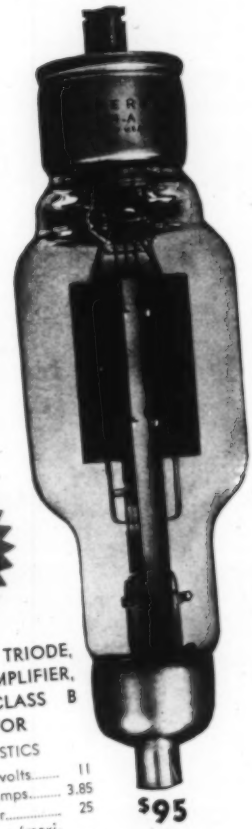
$75

204-A

AIR COOLED TRIODE, R.F. POWER AMPLIFIER, OSCILLATOR CLASS B MODULATOR

CHARACTERISTICS

Filament potential, volts	11
Filament current, amps.	3.85
Amplification factor	25
Plate dissipation (maximum), watts	250



$95

It is the perfection by the Amperex engineering staff of an evacuation and processing technique which convert these graphite anodes into keepers of vacuum of far greater merit than some of the metallic plates which have recently been rediscovered. These exclusive processes invest AMPEREX TUBES with that extra margin of efficiency reflected in unusually long life, superior performance and consequent operating economy.

Rarely, if ever, will an AMPEREX tube cause a deflection in the grid current meter*. Rarely, if ever, will an AMPEREX GRAPHITE ANODE show even a faint blush of color when operated within its recommended ratings. It is the black body and rough surface heat radiating properties of these specially processed anodes which keep them operating black and cool. The comparatively cold anode prevents spotty heating of the glass envelope with its resultant gas evolution and further serves to keep the temperature of the grid well below the point where grid emission is formed.

** Reverse grid current due to ionization in conventional gas tests.*

Investigate this Extra Margin of Efficiency built into every AMPEREX TUBE.

AMPEREX ELECTRONIC PRODUCTS, Inc.

79 WASHINGTON STREET BROOKLYN, NEW YORK

XUM

Studio Notes

WMC, Memphis, has a stunt broadcast conforming to station policy of making stunt shows educational as well as unique. A 45-minute broadcast was made from a Federal Barge Line steamer *St. Louis* captained by Emory Johnson. The portable shortwave transmitter was taken down the river by motor launch and transferred to the *St. Louis* about ten miles downstream. When boat was nearing Memphis, announcer put on a "pilot-house" interview, describing scene and interviewing pilot, captain, and the members of the crew. Highlight of broadcast was the sing-song chanting by relay man reporting readings as the channel was sounded.

KRLD, Dallas, has started a monthly *Singing Convention of the Air*, catering to the public liking for old-time singing. Some 1,400 attended the initial presentation Nov. 10, 11 to midnight, although a small charge was made for admission.

TO PRESENT a condensed, faster-paced version, the veteran NBC West Coast program *Woman's Magazine of the Air* was recently cut from 60 to 30 minutes daily except Saturday and Sunday. The show, of which Benny Walker is the master of ceremonies, is a participating broadcast.

KSFO, CBS outlet in San Francisco, has adopted a 1 a. m. sign-off to accommodate a new sponsored midnight variety show *Hour of Romance* sponsored by Milens, Oakland jewelers. The broadcast, written and produced by Bob Garred, features recordings and is heard seven nights a week from midnight to 1 a. m.

WEW, St. Louis, furnishes a standard "A" tone at 3:59 p. m. each weekday for music students.

DEBATES direct from Senior High School are being broadcast by WBIG, Greensboro, N. C. A recent debate from a class in French brought a deluge of calls from listeners.

WINS, New York, started *Cowboy Tom's Roundup* Nov. 22, a Western thriller designed for children but emphasizing comedy rather than blood and thunder. The daily program, long a popular feature on WINS, returns to the air after an absence of three years.

NBC began its third season of broadcasts called *Music Is My Hobby* Nov. 15 on the Blue network by presenting a New York tax lawyer, whose hobby is playing the piano. Designed to prove that many laymen have developed their musical hobbies to a near professional degree, the program has a large listener response, according to NBC.

A SERIES of programs on child care, presented under Government auspices and featuring Miss Katharine Lenroot, chief of the Children's Bureau, U. S. Department of Labor, will be broadcast on NBC-Blue each Saturday morning, starting Dec. 4. Practical hints and expert advice will be offered to parents by Miss Lenroot and a number of guest speakers.

TO ACQUAINT parents of school children with the extra curricular activities of the Philadelphia schools, WDAS is presenting a series of weekly programs in conjunction with the local board of education. Pupils of senior and junior high schools are heard with orchestras, choral groups, and student commentators explaining their various activities, and displaying their accomplishments.

KMBC, Kansas City, has set up a news studio for Erle H. Smith, news editor, working with Charles E. Logan, head of the newly-established Kansas City bureau of Transradio Press Service.

GOV. BIBB GRAVES, of Alabama, is giving a series of fireside talks on WAPI, WSGN, WSFA, WALA, WJBY, WBHP.

KVOX, Moorhead, Minn. Has Thanksgiving Debut

Mr. Marget

WITH Manny Marget as manager and commercial manager, the new KVOX, 100 watts night and 250 day on 1310 kc., went on the air at Moorhead, Minn., on Thanksgiving Day with prominent state and local officials and business men participating in the inauguration ceremonies. The station is owned by Robert K. Herbst, owner of the leading department store in Fargo, N. D., which is across the river from Moorhead. It uses a Western Electric transmitter with RCA speech input and a 179-foot Blaw-Knox radiator. The WBS transcription library has been ordered. Mr. Marget formerly was with WDAY, Fargo, and KXBY, Kansas City. Robert Schulz, formerly with WMIN, St. Paul, is chief engineer, with Alfred Mokonnen and Willard G. Hartho as operators. E. Durand Hasen and Emery Putnam are announcers and Beatrice Grundfor is head of the office staff.

WTMJ, Milwaukee, originated an NBC-Blue program Dec. 1 about 360 feet below Lake Michigan 25 miles north northeast of Milwaukee. Max Gene Nohl, co-inventor of a new type of diving suit attempted to break the previous record of 307 feet which was set during an attempt to rescue survivors of a submarine disaster.

WHIP, Hammond, Ind., has worked out an agreement with the Warner Bros. theatres of Chicago whereby the station will get publicity in all southside (Chicago) theatres. Warner Bros. will sponsor a quarter-hour period at 1 p. m. daily except Sunday.

WINS, Hearst station in New York, is now affiliated with the *New York Mirror*, a Hearst publication, and broadcasts four daily quarter-hour programs sponsored by the paper. These features are *Mr. & Mrs. Reader*, a morning news program in dialogue form, a domestic science program featuring the *Mirror's* culinary expert, Prudence Penny; a late afternoon sports review and the *Globe Trotter* news summary in the early evening. Station's call is now announced as "WINS, Voice of the *Daily Mirror*." Previously, WINS was the voice of the *New York American*, Hearst paper.

KEHE, Los Angeles, to inaugurate the *House of MacGregor*, dramatic transcription serial, staged a typical Hollywood premiere with Kleig lights and the usual fan-fare, on Nov. 15. Following a man-on-the-street broadcast, during which many celebrities attending the festivities gave curbstone interviews, the cast of the transcription serial presented a live episode of the serial to a studio audience. Howard Esary, KEHE program director presided as master-of-ceremonies and there were brief addresses by Murray Grabhorn, KEHE manager; C. P. MacGregor, Hollywood producer of the transcription serial, and by the author, Dr. Kimball Sant, who also introduced members of the cast.

FOLLOWING an anuual custom, and for the protection of California and Arizona citrus fruit growers KNX, Hollywood, is again broadcasting nightly detailed weather reports and frost warnings, the information being supplied by Floyd Young, meteorologist at Pomona, Cal. More than 50,000 families in the Los Angeles area alone depend upon the $100,000,000 citrus industry for their livelihood.

KFRO, Longview, Tex., has started a drive for old toys to be distributed at Christmas.

FLASH!
WFBL

FIRST with the News of the OLEY, CROWLEY & GEARY CAPTURE

FIRST with the news of the capture of the three jail-breaking O'Connell kidnapers! FIRST with the air interviews giving the personal story of the kidnaped keeper, plus interviews with police officers, the tip-off men and others close to the scene of the capture. And FIRST with the running story of the hunt . . . with original reporting . . . with INS reports . . . and with all-night communication flashes to New York State Police: As usual, WFBL gave its listeners the most complete story—and gave it FIRST. Here is the thrilling record:

NOV. 16 (3:10 A. M.) — Convicts Oley, Crowley and Geary escaped from the Onondaga Penitentiary, forcing Keeper Hayes to accompany them:

(7:00 A. M.) — WFBL flashes news of the escape.

(11:15 P. M.) — Keeper Hayes interviewed over WFBL.

NOV. 16 (in the evening)—Henry King kidnaped by escaped convicts, who forced him to feed them at his home.

NOV. 17 (2:55 P. M.)—Oley and Crowley captured in a rooming house by City Policemen Robert Holland and Harold Kelley—result of a tip-off by Ivan Whitford:

(2:59½ P. M.)—WFBL flashes news of capture.

(4:00 P. M.)—Miss Norma Gray, who lived in the rooming house, and Mr. and Mrs. Henry King, the unwilling hosts of the kidnapers on the previous night, interviewed over WFBL.

(5:00 P. M.) — Policemen Holland and Kelley, who made the capture, interviewed over WFBL.

(6:25 P. M.) — WFBL flashes exclusive story that District Attorney Martin will call a special grand jury investigation.

(7:30 P. M.)—WFBL requested by State Police to act as communication center for State Police cars. WFBL remains on the air all night to render this service.

NOV. 18 (10 A. M.) —Tip-off man Ivan Whitford (just released by police) and his wife are interviewed by WFBL.

NOV. 18 (2:50 P. M.)—Oley and Crowley leave for Albany jail.

(2:53 P. M.) — WFBL flashes news of Oley and Crowley departure.

NOV. 18 (4:35 P. M.)—Geary captured by City Policeman Thomas Lewis and tip-off man Casper Mirra.

(5:15 P. M.)—Policeman Thomas Lewis and tip-off man Casper Mirra interviewed by WFBL.

NOV. 19 (5:30 P. M.)—WFBL sums up the entire case by personal interviews with Lieut. Dillon of State Police; Sheriff Auer, First Deputy Sheriff Schmidt; Captain Humphreys of Syracuse Detective Bureau, Captain Arnold of Radio Division, Syracuse Police; and Detective Sergeant Casey.

- FIRST with the News
- FIRST with Listeners
- FIRST with Advertisers

WFBL IN SYRACUSE

G-E Soon to Complete Pacific Shortwave Unit

THE first international shortwave station to be located West of the Mississippi will be completed and ready for operation late next year, according to Chester H. Lang, General Electric broadcast manager in Schenectady. The FCC Broadcast Division last month authorized GE to build the station at Belmont, Cal. and operate it on the two international frequencies—9530 and 15330 kc.—with 20,000 watts.

Mr. Lang said the station should send American programs to parts of the world that receive practically none of this service from this country now. Specially designed directional antennas will be employed, with the beams directed to the Far East and to South America. Programs will consist of features offered by NBC as well as many other programs designed especially for shortwave. Programs will be designed for evening reception in Manila and Tokyo, afternoon reception in Shangai and Calcutta, and night reception in Sydney, Australia.

BEHIND NEWS—Iowa Broadcasting System took the microphone into the *Des Moines Register & Tribune* conference room to catch a session on news and features in the making. Around the table (l to r) are J. S. Russell, farm editor; Kenneth MacDonald, asst. managing editor; Ken Brown, Iowa Network special events chief; Ken Clayton, Sunday feature editor; Sec Taylor, sports editor. In background are Engineer Bob Chadwick of IBS, and King Park and Hallie Podrebarac, promotion staff.

Overhaul Placing

OVERHAUL SALES Co. of Michigan, Detroit, has appointed Brace Beemer Inc., Detroit, as advertising agency. Spot announcements have already been started on several Michigan stations and other stations are to be added. J. R. Edsall is account executive.

Casco to Test Radio

CASEIN Co. of America, New York (Casco glue), is planning to use radio for the first time. Plans, though still in the formative stage, will probably take the form of test programs on several stations in the East. Agency is Ferry-Hanly Adv. Co., New York.

Ohio Group Urges Recognition Plan

Industry Problems Taken Up At Recent Statewide Session

PROBLEMS confronting the broadcasting industry and steps that should be taken to combat them were discussed at the meeting of the Ohio Broadcasters Association in Columbus Nov. 12-13. J. Harold Ryan, vice-president and general manager of WSPD, Toledo, was elected president succeeding John F. Patt. Warren Williamson, WKBN, Youngstown, was elevated to the first vice-presidency from the secretary-treasurership and C. R. Thompson, WCOL, Columbus, was elected secretary-treasurer.

The meeting, first since the establishment of the Association on a permanent basis, was presided over by Mr. Patt. During the last two years the organization has been a voluntary one and was incorporated last February.

Legislative Activity

The group continued the employment of P. R. Gingher as legislative representative. He also represents the Ohio Newspaper Association. It was developed that as a result of his work, several bills regarded as unfair to broadcasters were effectively killed at the last session of the Ohio State Legislature. Among these were measures requiring the registration of all advertised trade marks; a measure to require all Ohio stations to pay a 10% franchise tax and a bill proposed by the Musicians Union which would have prevented union musicians playing at the Ohio State institutions from going on the air.

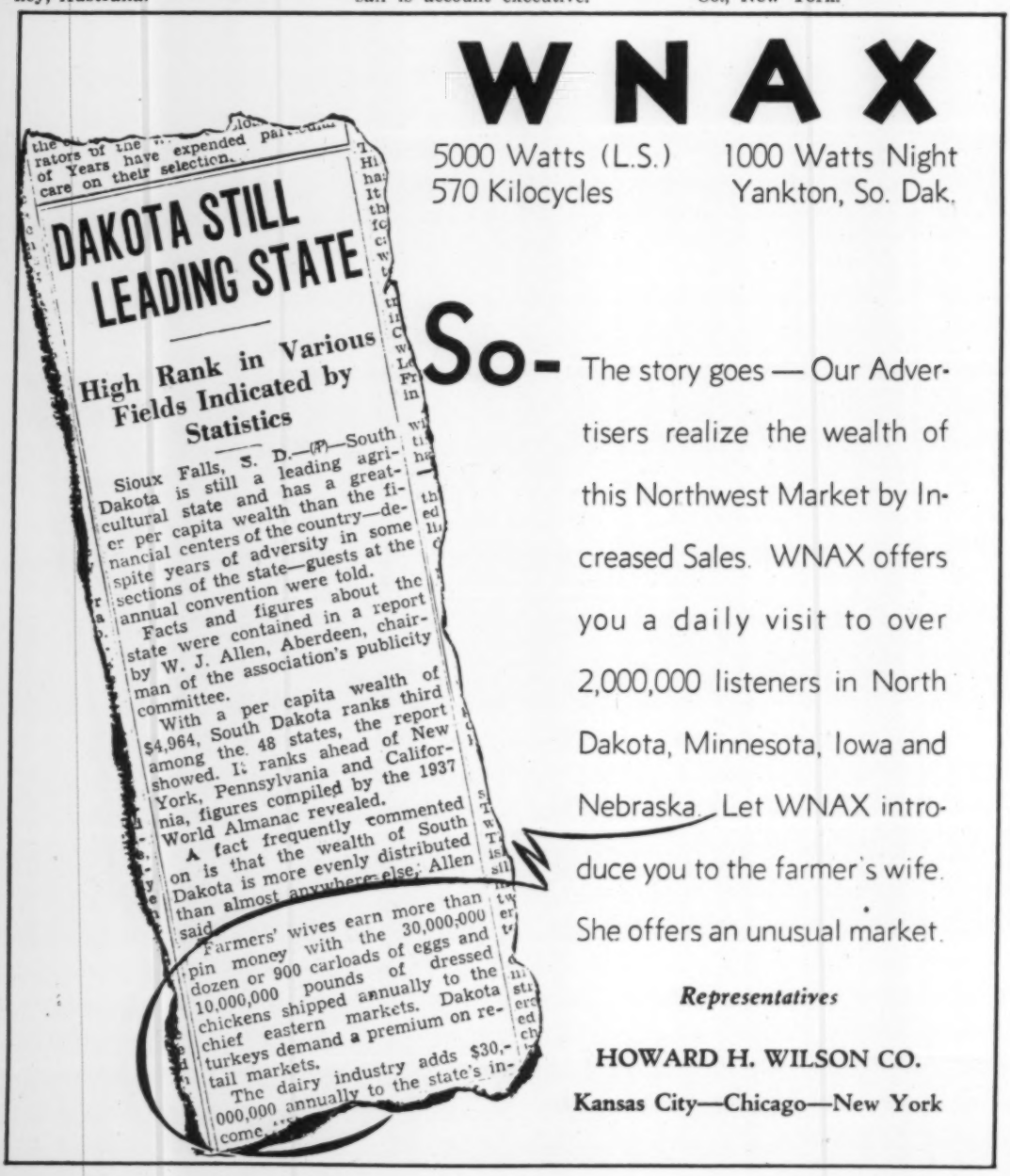
After explanation by Mr. Patt of the Cleveland Media Group Plan for Agency Recognition, Cleveland broadcasters recommended that the plan be adopted as a state measure with the hope that it eventually might get national recognition.

H. M. Melvin of the Ohio Bell Telephone Co. explained new telephone charges which have recently gone into effect throughout the state. Mr. Melvin further promised to assist the executive committee in drawing up a schedule of rates covering line costs within the state boundaries. This will further be broadened to revise existing costs for combination or network station groups in Ohio.

R. C. Higgy, of WOSU, an honorary member of the Association, reported on educational programs not in effect throughout the state. These programs have been originated by the Department of Education of Ohio State University and are being broadcast by many stations throughout the state.

Edward J. Fitzgerald of the NAB Bureau of Copyrights spoke on the public domain library and the work of the bureau. The library was auditioned and an additional half dozen attending broadcasters subscribed to the service.

Lists of committees were set up with Columbus broadcasters in charge of legislation, with Cleveland and Cincinnati operators composing the commercial committee. Mr. Gingher, legislative representative, has established a permanent office at 33 High Street, Columbus, in charge of Miss Marie Polk. The new executive committee was requested to meet at least three times during the coming year in Columbus with Mr. Gingher.


DAKOTA STILL LEADING STATE
High Rank in Various Fields Indicated by Statistics
Sioux Falls, S. D.—(AP)—South Dakota is still a leading agricultural state and has a greater per capita wealth than the financial centers of the country—despite years of adversity in some sections of the state—guests at the annual convention were told.
Facts and figures about the state were contained in a report by W. J. Allen, Aberdeen, chairman of the association's publicity committee.
With a per capita wealth of $4,964, South Dakota ranks third among the 48 states, the report showed. It ranks ahead of New York, Pennsylvania and California, figures compiled by the 1937 World Almanac revealed.
A fact frequently commented on is that the wealth of South Dakota is more evenly distributed than almost anywhere else, Allen said.
Farmers' wives earn more than pin money with the 30,000,000 dozen or 900 carloads of eggs and 10,000,000 pounds of dressed chickens shipped annually to the chief eastern markets. Dakota turkeys demand a premium on retail markets.
The dairy industry adds $30,000,000 annually to the state's income

WNAX

5000 Watts (L.S.) 570 Kilocycles

1000 Watts Night Yankton, So. Dak.

So- The story goes — Our Advertisers realize the wealth of this Northwest Market by Increased Sales. WNAX offers you a daily visit to over 2,000,000 listeners in North Dakota, Minnesota, Iowa and Nebraska. Let WNAX introduce you to the farmer's wife. She offers an unusual market.

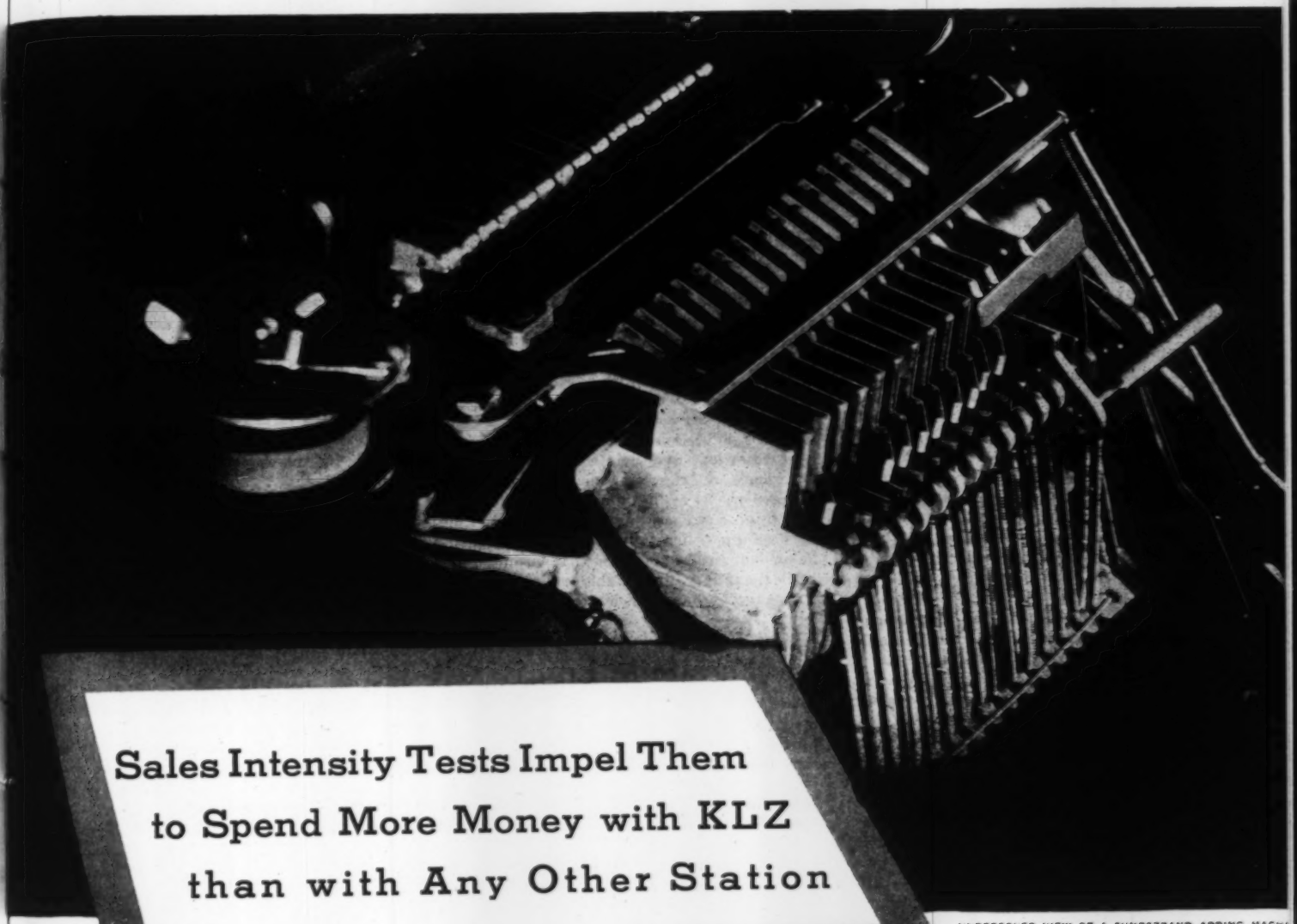
Representatives

HOWARD H. WILSON CO.

Kansas City—Chicago—New York

HOW MANY *MONEYVOLTS?*

DENVER MERCHANTS USE THIS INSTRUMENT TO GET THE RIGHT ANSWER



UNDERCOVER VIEW OF A SUNSTRAND ADDING MACHI

Sales Intensity Tests Impel Them to Spend More Money with KLZ than with Any Other Station

● What do KLZ coverage and popularity add up to in sales and profits? How many "moneyvolts" does it register at the sales counter?

Best qualified to answer these questions are the eyewitnesses and students of the local scene, Denver merchants. Competent appraisers of local media, they are first to discover profitable ones . . . quickest to take advantage of them.

With no measure but sales, no motive but profit, Denver's department, furniture, jewelry, men's and women's stores all are spending more of their radio money with KLZ than with any other station.

Follow the example of Denver's big, successful firms and place your radio advertising on KLZ to get maximum sales intensity in the Denver-Rocky Mountain region.

KLZ *Denver*

REPRESENTATIVE — E. KATZ SPECIAL ADVERTISING AGENCY

AFFILIATED WITH WKY - OKLAHOMA CITY AND THE OKLAHOMA PUBLISHING COMPANY

XUM

BROADCASTING and Broadcast Advertising

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CHICAGO OFFICE: 360 N. Michigan Ave., Telephone - CENtral 4115 ● HAL TATE

HOLLYWOOD OFFICE: 6331 Hollywood Blvd., Telephone GLadstone 7353 ● DAVID H. GLICKMAN

The 'Radio Family'

THERE are all sorts of ways by which those in radio can help radio to help itself. Radio manufacturers, for example, should be among the most important advertisers, and we delight in noting that they are improving in that respect. And broadcasters should do everything they can to help manufacturers and their local dealers in selling receiving sets. In so doing, they assist in increasing their own audience and "circulation," which in turn helps them do a more comprehensive job for their clients.

At this season a golden opportunity presents itself for this sort of cooperation. The Yuletide is approaching. People everywhere are in a Christmas-buying mood. A modern radio receiver makes an ideal Christmas gift. And people want ideas.

Thus we think the broadcasters, even though there isn't any immediate direct return, should help their local dealers and the manufacturers in the Christmas campaigns, both in the spirit of goodwill and of good business. We suggest that stations, in their free spot time from now until Christmas, without mentioning tradenames, of course, gratuitously intersperse such spots as: "Buy her that new set for Christmas", or "A worthwhile gift for the entire family is a modern high fidelity receiver that transforms your living room into a veritable broadcasting studio." Put your continuity people on it and give your business partner a lift.

And the dealer, in reciprocation, might well urge the manufacturer with whom he does business to concentrate on local spot campaigns in cooperative dealer efforts. It's a natural with the right sort of spirit behind it.

Jitters

DEPRESSION failed to stay the rising curves of broadcasting, and we don't expect the current business recession to do more than flatten them out somewhat. We base this observation on reports from stations large and small which, with a few exceptions, state that business is still good though some accounts seem to be getting a little jittery along with the business community as a whole.

Newspaper linage is dropping as advertisers curtail their budgets, but few of the advertisers holding franchises to select periods on the air want to give up those franchises—not only because of "preferred positions" they enjoy and audience followings they have developed but because their *radio advertising pulls.* It is because we have a profound belief in the continued pulling power of radio that we are convinced radio will suffer only slightly by the current recession, and really stands to gain as political efforts are exerted to halt that recession.

With L. D. H. Weld, research director of McCann-Erickson Inc., we agree entirely when he tells a *New York Times* interviewer that some companies could do better by maintaining their advertising during periods of business recession, and points to the successful experience of drug companies during the last depression in maintaining sales volume by maintaining advertising schedules. In times of declining sales—advertise. That ought to be an industrial axiom and that business, particularly if it is in a highly competitive field, will survive best which trumpets its story loudest.

Facsimile Future

LAST June FCC Commissioner E. O. Sykes made a plea to the assembled broadcasters attending the NAB Convention in Chicago that they do something about facsimile broadcasting. The Commission, in changing its rules, had opened the way for experimentation of "still picture" transmission on regular broadcast frequencies and was anxious to learn to what degree public demand existed for such a service and whether it would likely become a medium of mass dissemination of record information comparable to aural broadcasting.

Heeding this plea, four stations already are maintaining experimental facsimile operations. Another half-dozen applications are pending and probably will be approved. In addition five other stations—even before Judge Sykes' plea—had engaged in facsimile transmission on the ultra-high frequencies, whereas these new licensees and applicants are authorized to carry on with their regular transmitters on their regularly assigned channels, but only from midnight to 6 a. m.

Whether facsimile is headed as a medium of public service, it is not possible to foretell. Less glamorous than its visual radio associate—television—it is nevertheless much further advanced technically. In commercial pursuits in the point-to-point field, facsimile today is being used advantageously for the transmission of weather maps, photographs and other "record" type communications.

There are many who believe that facsimile will not enjoy any practical application as an adjunct to broadcast service, and that it will be outstripped by television. There are others who take a diametrically opposite view. The economics involved are substantial.

But first, technical feasibility must be ascertained and listener acceptance checked. That is what these pioneering applicants for licenses to experiment propose to do. They will invest substantial sums in experimental equipment, and retain engineering specialists to supervise the work. And the "program material", whether news reports or other photographic matter, must be prepared and "edited"—all of which requires man-power and overhead. Systematic technical studies as well as "listener surveys" must be undertaken and reports submitted to the FCC.

Experimentation of this sort is healthy. And it is the obligation of present-day broadcasters, many of whom pioneered the way in the aural field, to break this new ground. They are doing it even though there are no immediate prospects of pecuniary return, which is as it should be.

The RADIO BOOK SHOP

THE RISE and decline of educationally-owned broadcasting stations in the United States is traced in full detail in *Education's Own Stations* by S. E. Frost Jr., an associate of the National Advisory Council on Radio in Education, just published by the University of Chicago Press ($4). The 481-page volume lists 168 educational institutions that have held 202 broadcast licenses between 1921 and 1936 pointing out that as of January 1, 1937, there were only 38 left [The BROADCASTING 1937 Yearbook lists only 37, of which 12 are operated commercially, and also 14 more that are church-owned; the 38th is Lincoln Memorial University which holds a CP for a new local, not yet built]. News to radio people of today will probably be the fact that such institutions as Emmanuel Missionary College, Boise school district, Graceland College, Omaha Central High School and others equally obscure once held radio licenses. The author devotes a chapter to each of the former and present license holders and in factual manner tells why it still is or is not on the air. For the most part lack of revenues is attributed by the sources of the chapter data for the failure to keep going.

HOW lightning menaces broadcast transmitters, and what to do about it, are explained by J. E. Young, RCA engineer, in an illustrated article in the November *Broadcast News*, house organ of the transmitter sales division of RCA Mfg. Co. The same issue carries an article on the "Human Side of Marconi" based on reminiscences by the veteran wireless men, John Cowden, Harold Beverage, Paul Godley and H. E. Hallborg.

UNDER the title *School Broadcasting in Great Britain* (University of Chicago Press, $1), Lester Ward Parker reviews results of a survey made in that country. The author suggests that school broadcasting be made an integral part of public education, if it is to develop, and that education authorities give it their sanction and support.

We Pay Our Respects To —

HAROLD EVERETT SMITH

SOME DAY when broadcasters decide to stage a contest to determine the most versatile man in radio, Harold Everett Smith, general manager of WOKO and WABY, Albany, will get our vote. Violinist, painter, aviator, draftsman, "ham" operator, pioneer in television and station owner, Mr. Smith does many things—and does them all well.

As a violinist, he was concertmeister of the famed Hippodrome in New York. As a portrait and landscape painter, his work has been on exhibition at the Art League. As an aviator, he has personally owned three planes and piloted them all. As a draftsman he designed the WOKO transmitter building and planned the WOKO and WABY studios. As a ham operator he invaded the air with call letters 21M as early as 1916. As a pioneer in television, he maintained an experimental television station on Mount Beacon 12 years ago. And as a station owner he "nursed" a 10-watter into a prominent 1,000-watt network outlet, and added another station for good measure.

Harold Smith is a local boy who made good, and then returned for a time to prove he could do it again in his home town. He was born Oct. 11, 1891, at Peekskill, N. Y., where his parents still reside. His early education was enriched with lessons in the arts, and he displayed unusual talent as a violinist and painter. Thus, when he left Peekskill as a youth it was to become a musician on Broadway. When the World War was declared he joined the Army, became a regimental radio sergeant and went through the Army radio school. After the Armistice he returned to his first love, music, and became the Hippodrome's concertmeister.

But he never lost his interest in radio, and when in 1924 he found it possible to purchase WOKO, then a 10-watter on Dykeman St. in New York City, he jumped at the chance. At the time the transmitting equipment of the station was mounted on a breadboard, and the rest of the equipment was in keeping. Before long he succeeded in increasing its power to 50 watts. In 1925 the station was moved to his home town, Peekskill, and granted an increase to 500 watts.

But Harold Smith was not satisfied. He saw possibilities of still better service and in 1931 moved WOKO again, this time to Albany. In the state capital he shared time with WHEC, Rochester, until a change in frequency permitted full-time operation and another power grant upped it to 1,000 watts day and 500 watts night.

In 1934 Mr. Smith bought WGLC, located at Hudson Falls, N. Y., and, still true to his "better service" ideal, arranged its removal to Albany. Today the two stations under Harold Smith's direction employ about 45 persons and are housed in studios of exceptional beauty. The studios themselves, decorated with light fanciful murals, are a reflection of his artistic talents.

During the years since Harold Smith's advent into radio he has found time to fly. He piloted his own planes but recently hit a snag that has dampened his aviation ardor temporarily. It happened last July when a fellow aviator was flying the low-wing cabin job that Harold Smith had taken from the factory only three days before. With Smith as a passenger, everyone was happy until one of the wings touched the tip of one of the tall pines that line the slopes of the Helderberg Mountains. The plane went into a spin, and when Smith came to he found that he had sustained some severe scalp abrasions and an ankle fractured in three places. For months he had to visit the doctor thrice weekly and carry a cane. He says he's anxious to get into a cockpit again.

As a station operator, he is a prolific idea man who doesn't hesitate to put his ideas into action. He thinks rapidly and acts promptly. In appearance, he is of middle-height, full-faced, stocky. His hair, brushed pompadour-style, is grey tinged and receding at the temples.

Several years ago he married Helen Frances Schoolderfer, Garrison, N. Y. They have one child, Harold Everett Smith Jr., born March 17, 1937. The Smiths believe in enjoying life. In addition to their beautiful residence in Albany, they have a winter residence at Coral Gables, Fla., and a summer home in the Helderberg Mountains. He is a Mason.

PERSONAL NOTES

HARRY A. WOODMAN, associated with NBC since its inception in 1926 and for the past three years manager of KDKA, Pittsburgh, has returned to the network's New York headquarters in the station's relations department. Mr. Woodward entered in radio as a sales and station contact man for WEAF, New York, in 1925, and when NBC was formed the following year, he became traffic manager of the new network, holding that position until he was sent to Pittsburgh. Since leaving KDKA he has been on an extended vacation.

SAMUEL R. ROSENBAUM, president of WFIL, and prominent Philadelphia businessman, has been reappointed by Gov. George H. Earle to another term on the Pennsylvania State Banking Board, to which he was first named in 1935. Mr. Rosenbaum is also vice-president of the Philadelphia Orchestra.

BENEDICT GIMBEL Jr., president of WIP, Philadelphia, has been appointed to the Radio Committee of the President's Birthday Ball.

ELMER DRESSMAN, publicity and continuity director of WCKY, Cincinnati, on Nov. 27 married Miss Sidney Christie, of Miami. They will join the International Radio Party convention to Cuba during their honeymoon.

HERBERT H. HYMAN, formerly engaged in promotion for Columbia Pictures and United Artists, has joined Radio Events Inc., New York, as an account executive.

BERNARD WILSON has joined the sales staff of WKBZ, Muskegon, Mich., and his brother George has joined the announcing staff.

H. C. JOHNSON, manager of KFRO, Longview, Tex., was elected vice-president of the Longview Kiwanis Club.

WALTER F. WILLIAMS, business manager of *The American*, a weekly local newspaper, has resigned to become commercial manager of WBNO, New Orleans, which is installing new apparatus, antenna and other equipment.

CAPT. ARTHUR PRITCHARD, assistant manager of WWL, New Orleans, having served as manager from 1930 until the recent appointment of Vincent F. Callahan, has left that station. His future plans are not known.

EARL SMITH, announcer of WDSU, New Orleans, has been promoted to assistant advertising manager.

MACK CHAMBERLAIN has been added to the staff of KGGC, San Francisco, as account executive. He was formerly with KROW, Oakland.

LESLIE JOY, manager of KYW, has been elected to membership in the Orpheus Club, renowned Philadelphia singing organization.

GEORGE M. KUHN has succeeded Sam Silverstein as station and commercial manager of WGRC, New Albany, Ind.

DICK SHIREMAN, at one time with NBC and CBS and recently with WRJN, Racine, Wis., as commercial manager, has been appointed general manager of WOMT, Manitowoc, Wis., by Francis M. Kadow, local theatrical man who owns the station.

MRS. MARY HULST, formerly with the *Minneapolis Tribune* advertising department, has joined the Minneapolis sales staff of KSTP, St. Paul.

DR. HERMAN S. HETTINGER, former NAB research director and Assistant Professor of Marketing at the University of Pennsylvania, has completed a survey of the management and operation of the Rochester Symphony Orchestra, conducted at the request of the University of Rochester and the National Orchestral Survey Committee. The survey probably will be followed with a national study in the symphonic field.

COL. B. J. PALMER, president of Central Broadcasting Co., operating WHO, Des Moines, and WOC, Davenport, Ia., on Nov. 13 went on the air to discuss fishing, his hobby, as a result of his recent experiences in Florida and Cuba.

DICK WYLIE, former general manager of Don Lee Broadcasting System, who now operates his own advertising agency in Los Angeles, has purchased a new home in San Fernando valley which he presented to Mrs. Wylie on their tenth wedding anniversary.

DON BASSETT, former manager of Northern Broadcasting Company's Toronto office, has opened an office in Montreal to handle sales for the company's stations, CKGB, Timmins, CJKL, Kirkland Lake, and CFCH, North Bay.

J. W. DENBOW, formerly of the *St. Louis Star Times*, has joined the sales staff of WTMV, E. St. Louis.

EARL PATRICK, J. P. Grainger and Gill Winneguth, new to radio, have joined the commercial department of KIEV, Glendale, Cal., as account executives.

GLEN LITTEN, for several years manager of KFSD, San Diego, Cal., has resigned.

WILLIAM E. FORBES, for the past year on the KNX, Hollywood sales staff, has been appointed agency and client contact for CBS in that city. The post was newly-created by Donald W. Thornburgh, CBS Pacific Coast vice-president, Hollywood.

EARL PATRICK, J. P. Grainger and Gill Winneguth, all new to radio, have joined the commercial department of KIEV, Glendale, Cal., as account executives.

HINES HATCHETTE, formerly a salesman at WINS, New York, is now with J. H. Perry Associates, New York, as salesman for WCOA and newspapers.

MRS. MARY HULST, formerly with the *Minneapolis Tribune* advertising department, has joined the sales staff of KSTP, Twin Cities.

PAT STANTON, general manager of WDAS, Philadelphia is planning another trip to Ireland.

HERBERT I. ROSENTHAL, general manager of Columbia Artists, Inc., New York City, left by plane Nov. 24 for Hollywood where he will remain three weeks on business.

Virginia Shook

VIRGINIA SHOOK, former minute clerk of the Federal Radio Commission, died Nov. 22 at the Mt. Wilson Sanitarium, Mt. Wilson, Md. She was stricken with a lung ailment in January, 1934, and had been confined to Maryland Sanitoria since that time. Burial was at her home in Buckystown, Md., on Nov. 25.

Floyd Orrin Spicer

FLOYD ORRIN SPICER, night manager of WNEW, Newark, died at his home in Newark Nov. 12. He had been connected with radio for more than 15 years, joining WNEW in January, 1937, as an engineer. He was 38 years of age, and leaves a wife and daughter.

BEHIND the MIKE

LESTER E. GOTTLEIB, publicity coordinator of Mutual, returned to New York Nov. 22 after a two-week swing around the Mutual circuit, exclusive of the West Coast. He visited a dozen cities as far west as Denver and discussed network publicity and special features with the managements.

ROBERT WHITE, former manager of WBZA, Springfield, Mass., and now an announcer of WBZ, Boston, married Josephine E. Tierney, acting manager of WBZA, Nov. 25.

SPENCER ALLEN, program director of KOAM, Pittsburg, Kan., was married Nov. 18 to Miss Deane Steger, of St. Louis. KOAM has engaged Romelle Fay as staff organist and has installed a Hammond organ.

BILL PALEY of the WBBM, Chicago, transcription department is a patient in St. Luke's hospital, Chicago, following a sudden illness.

ED PEARSON, former press agent for Houdini, is writing continuity for WCOP, Boston.

JAMES O'HARA, formerly of WCOP, Boston, has joined the announcing staff of WHDH, that city.

JOHN HAYES, assistant production manager of WOR, Newark, and former program manager of WIP, Philadelphia, is writing a book on radio in collaboration with Horace Gardner, Philadelphia, to be released Jan. 20. The publisher is Lippincott.

ARTHUR Q. BRYAN, continuity director of KHJ, Los Angeles, has resigned to engage in freelance writing for the movies. He was formerly on the staff of WIP, Philadelphia.

PICK FEMME TALENT—Gone from radio's often quaint idiom will be the phrase "casting couch" when stations have a committee of women audition all girl singers and actresses, a plan recently started at WBBM. The Chicago CBS key is banning male production men from the control booths when women display their talents before the microphone, entrusting all decisions on employing women staff members to a newly-created "women listeners board." Members (left to right) are Carroll Mountjoy, director of WBBM's women's programs; Chairman Kaye Brinker, director of program production research in the Chicago CBS studios; Gertrude Dyer, publicity contact woman; and Helen Keppler Brooks, music librarian. Miss Dyer watches prospects from the control room to appraise their movie possibilities, publicity picture prospects and the general nature of their audience personality.

RUTH WENTWORTH, who was the original Martha Logan for Formay, is the new *Polly the Shopper* on KSTP, St. Paul. She formerly was with KFRC, San Francisco. Edith Shedlove, the former *Polly*, is now in New York planning to free lance.

HAL CHAMBERS, KFWB, Hollywood announcer, has been appointed commercial copy editor.

DON LAWRENCE recently joined the announcing staff at KOIL, Omaha, after a period with KSO and KRNT, Des Moines.

MAX KNEPPER has resigned as publicity director of KFVD, Los Angeles, to produce a play.

FRANK BIGNELL and Cecil Hubbard have joined the announcing staff of KTUL, Tulsa.

REID KILPATRICK, KEHE, Los Angeles, sports announcer, has taken on the additional duties of night supervisor in charge of production. Station has also added Sylvester Gross as announcer-producer. He was formerly chief announcer of the Southwest Broadcasting Co., Texas.

LYLE FLANAGAN, head of the continuity department of WHO, Des Moines, has been named president of the Des Moines Poetry Society.

H. R. GROSS, news editor of WHO, Des Moines, is the father of a baby boy born Nov. 10, his second child.

GEORGE H. COMBS, Jr., former Congressman and New York attorney, has joined WHN, that city, as news commentator in a thrice-weekly series called *The Editorial Slant on the News*.

FRANK BLAIR, program director of WFBC, Muncie, Ind., has returned to his duties after an appendectomy. Mason Dixon, formerly of WRVA, Richmond, has joined WFBC as continuity writer and announcer.

TED HUSING, CBS sportscaster, was guest of honor Nov. 17 at a testimonial banquet given by the New York Athletic Club. Sports writers and prominent athletes were among the guests and a portion of the banquet was broadcast on CBS.

JEANETTE SPIEGELMAN has been shifted from the music rights to the program department at NBC, San Francisco, and Florence Crowell of the music library replaced Miss Spiegelman in music rights.

JACK LYMAN, formerly with the radio staffs of the Dallas and San Diego expositions, joined the production staff at NBC, San Francisco, on Nov. 24.

EDNA FISCHER, NBC, San Francisco pianist, recently sold four popular tunes to Paramount Studios for use in films.

HOW THREE CAN GET TOGETHER

MILES APART

• An agency man, a station representative and a station manager had a last-minute problem of time clearance. No two men could settle the matter without the third. They were miles apart. One of them picked up the telephone and asked Long Distance for "Conference Service."

• Quickly, the three men talked together, as if in the same room, by telephone. Each one could hear and be heard. The problem was settled immediately. Much valuable time was saved. Telephone Conference Service is fast, adaptable and useful in a business where minutes count.

BELL SYSTEM CONFERENCE TELEPHONE SERVICE

MERLE BJORK, formerly of KGDE, Fergus Falls, Minn., has been added to the staff of KDLR, Devils Lake, N. D. Donald Donahue, secretary of the Sports Officials Association has joined KDLR as sports commentator.

CONRAD RICE, announcer of WISN, Milwaukee, was married in Minneapolis in November.

PARKS JOHNSON and Wally Butterworth, conductors of the NBC *Vox Pop* program and NBC *Radio Newsreel* series, have been named editors of the "Twenty Questions" department of *Liberty* magazine.

JOHN GIHON has resigned as program manager of KDKA, Pittsburgh, to work on production and television under John Royal at NBC, New York.

DICK POST, formerly of WCCO, Minneapolis, has joined the announcing staff of WBBM, Chicago.

JAMES McKIBBEN, with various southern California transcription concerns as writer and actor, has joined the transcription department of KFI-KECA, Los Angeles. He takes over the duties of Bob Heistand who was promoted to assistant production manager.

DR. FRANK BLACK, NBC New York general musical director, was in Hollywood during November on a national survey and for a series of conferences with Don E. Gilman, western division vice-president.

GEORGE JESSEL has been released from his contract as production advisor of Warner Bros. First National Studios, Hollywood, and will devote his time exclusively to radio production and acting and also a syndicated newspaper column which he is writing.

BOB BENCE, chief announcer at KFRC, San Francisco, has returned after an attack of flu.

MEMORY ROBERTS has resigned from NBC to write the Sperry Flour Co. *Martha Meade* scripts for Westco Adv. Agency, San Francisco.

ALEX PETRY, formerly of NBC, New York, has succeeded Russell McNeil, resigned, as chief librarian of NBC in San Francisco.

JOHN NESBITT, Mutual network commentator of San Francisco, was recently signed by M-G-M studio in Hollywood to write and direct movie shorts patterned after his air material.

TED MAXWELL, NBC playwright, actor and producer, recently resigned from the San Francisco NBC studios to return to NBC, Chicago, for the second time. He will continue to write *Memory Lane* and *Hawthorne House* for San Francisco NBC production.

WALLACE GADE, announcer of KJBS, San Francisco, and Miss Ann Bradley were married recently.

OREL PHILLIPS recently joined the announcing staff of KJBS, San Francisco.

HERMON STANION has been added to the announcing staff of KYOS, Merced, Cal.

DICK DE ANGELIS has been named newscaster of KJBS, San Francisco, succeeding Vann Connors, recently named production manager of KQW, San Jose.

CHARLIE FOLL, production manager of KYOS, Merced, Cal., and Miss Margaret Marshall were married in mid-November.

LES MALLOY, announcer and publicity director of KGGC, San Francisco, recently returned from a trip to Mexico.

HELEN O'NEILL, for many years an executive in the NBC production department at San Francisco and preceding that affiliated with KFRC and KTAB (now KSFO), recently left NBC.

GARNETT MARKS, announcer of WMCA, New York, has resigned. He has announced no future plans.

UNDERWATER—Two Navy divers went to the bottom of the Mississippi last month, carrying mikes, and were heard clearly over WWL, New Orleans. Here, left to right, Engineer Dan Hynes, Capt. E. L. Roach of the Navy and Announcer Henry Dupre are talking it over aboard the *USS Mallard*.

MILTON BURGH, of the NBC news and special events department acting news editor for some weeks, has been officially appointed to that position.

IRVING RUBINE, assistant to Robert Taplinger when the latter was head of Robert Taplinger Inc., New York, has resigned from the firm, now Tom Fizdale Inc., to join Warner Bros. publicity department, Hollywood, to resume his post as assistant to Mr. Taplinger.

MALCOLM L. McCORMACK, announcer of WBZ-WBZA, Boston-Springfield, is the father of a 10½-pound baby boy, Lawrence, born in late October.

JACK PARR, announcer and producer, has just joined the staff of WGAR, Cleveland. He was formerly with Michigan Network; WKBN, Youngstown; Atlantic Screen Service (movie shorts, news reels), and more recently at WCAE, Pittsburgh.

CARLTON H. DICKERMAN, announcer of WEEI, Boston, and Miss Sybil J. Morse, WEEI organist, were married recently.

ARTHUR Q. BYRON, script writer who recently resigned from KHJ, Los Angeles, to free lance, has returned to KFWB, Hollywood, as writer-producer.

NORMAN NESBITT, at one time director of continuity and production of KHQ-KGA, Spokane, has joined the writing staff of KHJ, Los Angeles. He is the brother of John Nesbitt, commentator of the Don Lee-Mutual *Passing Parade*.

THOMAS BELVISO, head of the NBC New York music rights division, was in Hollywood during November to check the network's musical requirements in that city.

DOUGLAS COULTER, assistant to W. L. Lewis, CBS New York director of program operations, was in Hollywood during November to confer with Charles Vanda, the network's Pacific Coast program director.

The folks in Savannah like our
WORLD BROADCASTING TRANSCRIPTION SERVICE

•

Why not build your "Spot" around this preference.

WTOC
SAVANNAH, GA.
1260 Kc.
CBS NETWORK
Represented Nationally By
Paul H. Raymer Company

SYL BINKIN, who handles the *Night Watchman* program on WEW, St. Louis University station which recently went commercial, has been transferred to its sales staff. WEW has completed revamping its offices in the university's law building.

MAURIE WEBSTER, KNX, Hollywood, announcer, won the National Newspaper Snapshot Award for amateur photographyy. He was given $50 and a gold embossed sheepskin.

ARTHUR SUTTON, production manager of CKLW, Detroit, has been appointed program director of KMPC, Beverley Hills, Cal.

JOHN CHARLES DALEY III, announcer of WJSV, Washington, is the father of a baby boy, John Charles Daley IV, born Nov. 15.

EDNA MAY, fashion stylist of the *Cincinnati Times-Star*, has started a series of weekly talks on the *Household Hour* of WCKY.

R. BRUCE WALLACE, promotion manager and head of the news department of KFAB, Lincoln, and KOIL and KFOR, Omaha, addressed the Cosmopolitan Club Nov. 15 at its regular noon meeting in Omaha. The stations operate a speakers bureau as a free service for Nebraska gatherings. The members of the radio staff have prepared 16 speeches covering different phases of radio.

THOMAS. J. CONNELLY, formerly with a building supply concern, has joined WTMV, E. St. Louis, as promotion director. Paul R. Reetz, formerly of WSUN, has joined WTMV as a writer handling special accounts.

TED COOKE of KAST, Astoria, Ore., returned Nov. 15 to KOIN-KALE, Portland.

HERBERT WELCH, recent Ohio State graduate, and Merrill Madden, at one time with WNAC, Boston, have joined the announcing staff of WBNS, Columbus.

WBIG,

Where Business Is Good

in Greensboro, the most popular station in a most prosperous region, has a loyal audience and also a loyal advertising clientele. Both of these blessings are due to one cause—the high standards set and jealously maintained by WBIG. The popular preferences thus created have kept some of the station's advertisers on its air continuously for more than five years.

Success is a hard habit to break!

A Columbia Station!

Craig and Hollingbery, Inc., National Representatives

Write Edney Ridge Director for "Facts and Data"

IN GREENSBORO, N.C.

Announcing

the opening of

WSAL

"The Eastern Shore's Own Station"

SALISBURY • MARYLAND

•

The *only* station serving wealthy Southern Delaware and the Maryland Eastern Shore with a primary signal.

One of the nation's most modern stations.

•

1200 Kc • 250 Watts • Daytime

Write for rates and time available

Always!

SAY... or DIAL... or CALL...

Postal Telegraph

No matter what point you want to reach ...whether it be in 80,000 places in the United States or Canada or in all the world beyond, send your message via Postal Telegraph.

For Postal Telegraph is the only American telegraph company that offers a world-wide service of co-ordinated telegraph, cable and radio communications under a single management.

Postal Telegraph will speed your message to the other end of the town or the other end of the world...with accuracy... with dependability. And when you send a message via Postal Telegraph by telephone, charges will appear on your telephone bill.

THE INTERNATIONAL SYSTEM

Postal Telegraph

Commercial Cables | All America Cables

Mackay Radio

MISS BETTY KUHL has joined the bookkeeping department of KVI, Tacoma. Miss Dorothy Anne Simpson and Miss Dorothy Tennant have joined the Seattle office staff. Bernard D. Elliott has joined KVI as staff photographer. New to the musical staff are the Four Esquires.

JERRY GEEHAN, sports announcer of KVI, Tacoma, has been Associated Oil commentator for Seattle and Tacoma games. Ruben Gaines, announcer, has been transferred to the Seattle studios in charge of programs. H. J. McAllister has been named KVI chief announcer.

WALTER CRONKITE, football announcer, has been appointed to the news bureau of WKY, Oklahoma City. He was formerly with UP and came from Austin.

HARRY ALDRED, formerly script writer and actor of WTMJ, Milwaukee, has been named publicity director.

EDDIE RIVERS, veteran press-agent of the Hamrick-Evergreen Theatres, has been named publicity director of KRSC, Seattle.

DOUGLAS KAMP, recently of the *Catholic Herald-Citizen*, has joined the continuity staff of WTMJ, Milwaukee.

GLAN HEISCH, production manager of KFI-KECA, Los Angeles, has resigned, effective Dec. 1 to join the production staff of Radio Transcription Co. of America Ltd., Hollywood.

BOB ANDREWS, formerly script writer on the NBC *Maxwell House Show Boat* program, has joined the MGM, Culver City, Cal. radio continuity staff and is working with Harry Kronman in writing motion picture adaptations for the MGM-Maxwell House program, *Good News of 1938*.

DAVID TYSON, announcer of juvenile programs, has been named night supervisor of WFIL, Philadelphia.

ROY LAPLANTE, of the production department of WFIL, Philadelphia, and Miss Myra Singer, that city, were married recently.

EARL CATON Jr., formerly of WAIM, Anderson, S. C., has replaced Louis Farrior at WSFA, Montgomery, Ala., Farrior having moved to New York.

ED BUTHERUS, formerly with KWSC, Pullman, Wash., has joined KUJ, Walla Walla, as sports announcer and continuity writer. Added also to the KUJ announcing staff were Logan Jackson, Richard Carey and Floyd Fitzpatrick.

GORDON JOHNSON, former radio maintenance man with Northwest Airlines in St. Paul, has joined KSTP, St. Paul, as control operator.

BOB ROGERS, son of Naylor Rogers, formerly general manager of KNX, Hollywood, has joined the announcing staff of KFAC, Los Angeles.

Kelly Anthony Is Named To Post on KFI-KECA

KELLY ANTHONY, in radio since 1931 and John (Bud) Edwards have been made program director and production manager respectively of KFI-KECA, Los Angeles. Mr. Anthony, son of Earle G. Anthony, owner of the stations, was assistant manager of KFI-KECA when he resigned several months ago to make a tour of Europe. At one time he was with the NBC New York traffic department and Edward Petry & Co. Inc. He replaces Don Clark who resigned to join H. N. Swanson Inc., Beverly Hills, Cal., writer's agency, as manager of its radio department.

Mr. Edwards, for five years with KFI-KECA, and more recently assistant production manager, succeeds Glan Heisch who resigned to join Radio Transcription Co. of America, Hollywood, as assistant to Lindsay MacHarrie, production manager. Bob Heistand, in charge of KFI-KECA transcription and sound effects department, has been elevated to assistant production manager.

Father Wagner Is Named Head of Wisconsin Group

REV. FATHER James A. Wagner, managing director of WHBY Inc., Green Bay, owner and operator of WHBY and WTAQ, was named president of the League of Wisconsin Radio Stations at a special meeting held in Milwaukee in latter November. Other officers named include H. S. Mann, WRJN, Racine, vice-president; Wayne T. Cribb, WSAU, Wausau, secretary; Hiram Born, WHBL, Sheboygan, treasurer. Stations affiliated with the League of Wisconsin Radio Stations include WHBY and WTAQ, Green Bay; WRJN, Racine; WCIO, Janesville; WEMP, Milwaukee; WHBL, Sheboygan; WOMT, Manitowoc; WSAU, Wausau; KFIZ, Fond du Lac; WIBU, Poynette; WKBH, La Crosse; WEAU, Eau Claire. The next meeting is scheduled for Dec. 14 in Madison.

Wyeth Places on 12

WYETH CHEMICAL Co., New York (Hills cold tablets), a subsidiary of American Home Products Corp., on Nov. 1 started use of three live announcements a week on 12 stations, KFI WRC WMAQ WIRE WNAC WJR KSTP KWK WGR WTAM WCAU WCAE. John F. Murray Adv. Agency, New York, is in charge.

ANNOUNCEMENT

●

With the completion of our new Radiotone installation we are pleased to offer the facilities of our recording department for advertisers and their agencies.

RADIAGE STUDIOS

154 E. Erie Street

Chicago, Ill.

FOR SWEETEN—Old friends and new associates greeted Claude Sweeten when he recently took over the musical directorship of KEHE, Los Angeles. Following his inaugural program he was honored guest at a studio party given by Murray Grabhorn, KEHE manager. Attending were (left to right), Charles Flesher, Young & Rubicam, producer; Wilt Gunzendorfer, assistant manager, Thomas Lee Artists Bureau; Walter Bunker Jr., NBC producer; Tom Breneman, CBS producer and master-of-ceremonies; Arnold Maguire, NBC producer-writer; Mr. Grabhorn; Raymond Paige, network musical director; Pat Weaver, Young & Rubicam, radio director; Mr. Sweeten; Murray Bolen, Young & Rubicam Inc., producer; Harrison Holliway, KFI-KECA manager; George Whitney, KECA account executive; Jack Van Nostrand, Young & Rubicam, producer; Howard Esary, KEHE production manager; Al Cormack, CBS traffic manager; Mickey Gillette, NBC musician, and Tommy Harris, NBC tenor.

VOICE OF PUBLIC
Citizen's Foundation Allots Public Service Time

FORMATION of the "KIRO Foundation," to be directed by a committee of public-spirited citizens which will allot time to various noncommercial public service groups on a purely sustaining basis, was announced Nov. 18 by H. J. Quilliam, general manager of the Seattle outlet.

Pursuant to action of the KIRO board of directors, Mr. Quilliam has written a number of outstanding leaders in education, radio and other pursuits, seeking their advice and suggestions in connection with the pioneering venture. The committee, to be representative of political, charitable, industrial and religious groups, will seek to establish a procedure under which all may have the right of expression over KIRO facilities. The committee, in its survey, will undertake to establish how much time should be devoted to such causes, including minority groups, after which the station will definitely set aside the time requested. Time will be allotted to the groups on the basis of merit and the degree of public interest involved.

"Inasmuch as we have a sincere desire to serve the public interest in the best possible manner," Mr. Quilliam stated, "we are asking the public, by this committee, to assume this responsibility to themselves."

The resolution adopted by the KIRO Board upon motion of Saul Haas, a principal stockholder, sets forth that the proposed grant of time be "a free gift" of the station, to be used for dissemination of useful information in the furtherance of civil and charitable causes, with the limitation that the KIRO Board reserve the right to reject that which is libelous, obscene, obviously untrue or obviously intemperate. The Board ordered also that Mr. Quilliam send a letter to the FCC, to the several heads of departments of political and social science of universities located in the West, and particularly to those universities which own and operate their own stations, asking for advice and suggestions for the use of the proposed committee.

BERT HORSWELL, headquartered in Chicago, has been appointed Central States sales representative of C. P. MacGregor, Hollywood transcription concern. He was formerly manager of WIBA, Madison, and WHBL, Sheboygan, Wis., and at one time was sales promotion manager of Wingate Kickernick Co., Minneapolis.

The Other Fellow's Viewpoint . . .

WIBU's Average City

Editor, BROADCASTING:

Referring to the article under *Purely Programs* in the Nov. 15 issue of BROADCASTING, it might be well to inform the brother broadcasters that WISN of Milwaukee did not scoop the Typical Town on the air.

WIBU, from our Beaver Dam Studios fed a 30-minute program to the newly-formed Wisconsin Radio Network, in honor of the Average City—not the Typical Town, one hour and 30 minutes previous to the WISN program. Local musical groups as well as local townsmen were interviewed during the program.

BRUCE BEICHL,
Studio Manager, WIBU,
Beaver Dam, Wis.

Re 100 Watters

Editor, BROADCASTING:

Your editorial "The 100 Watter Fallacy" hit a spot in my heart.

Personally I would like to see every account executive in the country have a copy of that write-up framed on his desk . . . under the glass top as it were. From where I sit the 50 kw stations have done too good a job in selling themselves via the advertisements in publications such as yours. . .

Be that as it may they are doing a job for themselves that we cannot do. The national and regional business here makes up a fair share of our income but with the exception of a large automobile manufacturer all of it has been sold by personal contact and none has been received through an agency.

We know we do a good job or we would not be carrying a large list of local advertisers. We do believe that we have efficient management and intelligent operation and we do know we have a good plant and we do know our rates are fair . . . but what account executive can we convince without a personal call?

Maybe we do not know how . . . maybe our methods are wrong . . . but we try.

Incidentally your editorial is framed where all may see. Thank you 1or 1t.

BERT WICK,
Director, KDLR Inc,
Nov. 19, 1937. Devils Lake, N. D.

RADIO NEA News Features

Available to only one radio station in each city

Details on Request

Represented exclusively by

Stephen Slesinger, Inc.
250 Park Avenue New York

WAVE PROGRAMS PULL FROM THE ROOTS!

In a recent telephone poll, Louisville listeners gave a local WAVE spot program an over-whelming 72% preference as their favorite daytime program! Yes, and our staff writes and produces the entire job, except commercials . . . This and other popular local shows we've built make us believe we have what it takes to have and to *hold* a Louisville listening audience . . . May we prove it to you?

An N. B. C. Outlet

National Representatives:
FREE & PETERS, INC.

STATION WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS . . . 940 K. C.

KFH

The Four Star Station of the Rich Southwest Trade Territory.

★ Leading in Local Spots and Sponsored Programs.

★ Top Talent on Local Commercials.

★ The Best CBS Commercials and Sustaining.

★ A Live-wire Merchandising Service.

KFH CBS
WICHITA • KANSAS

National Representative EDWARD PETRY AND CO.

THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WOR, Newark

Modern Living Health Institute, New York (proprietaries), 3 *sp*, weekly *sp*, thru Alfred P. Zabin Adv. Agency, N. Y.
Rap-In-Wax Paper Co., Minneapolis, 5 weekly *sp*, thru W. I. Tracy, N. Y.
Daggett Chocolate Co., Cambridge (chocolate), weekly *sp*, thru Muzzy Adv. Co., Cambridge.
General Motors Corp. (Oldsmobile), Lansing, Mich., weekly *t*, thru D. P. Brother & Co., Detroit.
Washington State Apples Inc., Wenatchee, Wash., 5 weekly *sp*, thru J. Walter Thompson Co., San Francisco.
United Drug Co., Boston (Rexall), 5 *t*, thru Street & Finney, N. Y.
Producers Distributing Agency Inc., New York (Norbest turkeys), 5 weekly *sp*, thru Edwin M. Phillips Co., N. Y.
Modern Living Health Institute, New York (Hood-Lax, Calpar), 3 weekly *sp*, thru Alfred P. Zabin Adv. Agency, N. Y.
Remington-Rand Inc., N. Y., 3 weekly *sp*, thru Leeford Adv. Agency, N. Y.

KFRC, San Francisco

Rosicrucians, San Jose (religious), weekly *sp*, thru Richard Jorgensen Adv., San Jose.
E. Fougera & Co., New York (Noxacorn), 30 *sa*, thru Small & Seiffer, N. Y.
Dr. Frank Robinson, Seattle (psychology), weekly *t*, thru Northwestern Radio Adv. Co., Seattle.
GallenKamp Stores Co., San Francisco (shoes), 7 weekly *sa*, thru Long Adv. Service, San Francisco.
Peter Shoe Co., St. Louis, 7 weekly *sa*, thru Long Adv. Service, San Francisco.
Gas Appliance Society, San Francisco (gas appliances), 5 weekly *sa*, thru Jean Scott Frickelton, San Francisco.

WNAC, Boston

Rumford Chemical Works, Rumford, R. I. (Rumford Baking Powder), 531 *sa*, thru Atherton & Currier, N. Y.
Ironized Yeast Co., Atlanta (Ironized Yeast), 26 *t*, thru Ruthrauff & Ryan, N. Y.
Larned Corp., N. Y. (Hill's Cold Drops), 39 *tn*, direct.
Quaker Oats Co., Chicago, 156 *sa*, thru Fletcher & Ellis, N. Y.

WICC, Bridgeport, Conn.

Wm. S. Scull Co., Camden (Bosco milk amplifier), series *sa*, thru Fletcher & Ellis, N. Y.
Christian Science Committe on Publication, Boston (renewal), 52 *t*, direct.
Crawford Laundry Co., Bridgeport, 26 *sp*, thru Redfield-Johnstone, N. Y.

WCLO, Janesville, Wis.

Zerbst Pharmacal Co., St. Louis, daily *sa*, thru Barrons Adv. Agency, Kansas City.
Northland Greyhound Lines, Chicago (bus line), daily *sp*, thru Beaumont & Hohman, Chicago.

WAAB, Boston

Kay Jewelry Co., Boston, 15 *sp*, thru Salinger & Publicover, Boston.

WTMJ, Milwaukee

Reid-Murdoch & Co., Chicago (Monarch food), 17 weekly *sa*, thru Rogers & Smith, Chicago.
Musterole Co., E. W. Rose & Co., Cleveland (Musterole, Zemo), 3 weekly *t*, thru Erwin, Wasey & Co., N. Y.
Tree Sweet Products Co., Santa Ana, Cal. (citrus products), 3 weekly *sa*, thru Dana Jones Co., Los Angeles.

KGO, San Francisco

E. Fougera & Co., New York (Vapex), 2 weekly *ta*, thru Small & Seiffer, N. Y.
Railway Express Agency, New York, 6 weekly *sa*, thru Caples Co., N. Y.
Drackett Co., Cincinnati (Drano), 2 weekly *t*, thru Ralph H. Jones Co., Cincinnati.
RCA Mfg. Co., Camden (radios and tubes), weekly *sa*, direct.

KEHE, Los Angeles

Old Mission Tablet Co., Pasadena, Cal. (proprietary), 7 weekly *sp*, thru Lou Sterling & Associates, North Hollywood, Cal.
League For Advancement of Peace, Los Angeles (political), weekly *sp*, thru Lockwood - Shackelford Co., Los Angeles.

CKNX, Wingham, Ont.

Templeton's Ltd., Toronto (proprietary), 3 weekly *t*, thru Associated Brdcstg Co., Toronto.
Bayer-Semesan Co., Wilmington, Del. (fertilizer), 6 weekly *sa*, thru Thompson-Koch Co., Cincinnati.

WMAQ, Chicago

Chrysler Corp., Detroit (autos), daily *sa*, thru Lee Anderson Adv. Co., Detroit.
Railway Express Agency, New York, daily *sa*, thru Caples Co., N. Y.

KGGC, San Francisco

Miles Laboratories, Elkhart, Ind. (Alka-Seltzer), 2 weekly *t*, thru Associated Radio Adv., Los Angeles.

WNEW, New York

Bulova Watch Co., New York, 5 weekly *sp*, thru Biow Co., N. Y.

WHN, New York

Procter & Gamble Co., Cincinnati (Oxydol), 26 weekly *sp*, thru Blackett-Sample-Hummert, Chicago.
R. B. Davis Co., Hoboken, N. J. (baking powder), 13 weekly *sa*, thru Charles W. Hoyt, N. Y.
Nostane Products Co., Brooklyn (Minervite), 52 weekly *sa*, thru Schillin Adv. Corp., N. Y.
E. Griffith Hughes, Rochester, N. Y. (Kruschen Salts), 5 weekly *sp*, thru Stack-Goble Adv. Agency, Chicago.
Railway Express Agency, New York, *sa*, five weeks, thru Caples Co., N. Y.

WFBC, Muncie, Ind.

A & O Co., New Bern, N. C. (proprietary), 26 *sa*, thru J. Carson Brantley Adv. Agency, Salisbury, N. C.
Best Foods Inc., New York (Nucoa), 26 *sa*, thru Benton & Bowles, N. Y.
Nash-Kelvinator Co., Kenosha, Wis. (autos), 26 *sa*, thru Geyer, Cornell & Newell, N. Y.
Procter & Gamble Co., Cincinnati, 10 *sa*, thru Pedlar & Ryan, N. Y.

WNEW, New York

Michaels Department Store, Newark, 66 *sp*, thru Schillin Adv. Corp., N. Y.
Westchester Laboratories, Port Chester, N. Y. (Sulophen nose and throat spray), 3 weekly *sp*, thru Robert & Reimers, N. Y.

KJBS, San Francisco

Miles Laboratories, Elkhart, Ind. (Alka-Seltzer), 3 weekly *sa*, thru Walter Biddick, Los Angeles.

KMPC, Beverly Hills, Cal.

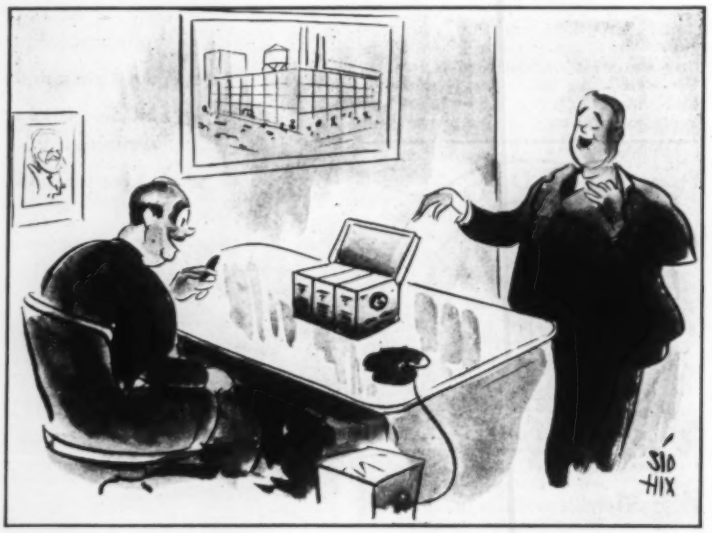
Remington-Rand Inc., Buffalo (typewriters), weekly *sp*, thru Leeford Adv. Agency Inc., N. Y.

WQXR, New York

Martinson Coffee Co., New York, daily *sa*, thru Albert Frank-Guenther Law, N. Y.

WICC, Bridgeport, Conn.

Saltesea Packing Co., Providence, 28 *sa*, thru Livermore & Knight Co., Providence.



Drawn for BROADCASTING by Sid Hix

"It's Our New Package, Designed for Radio Contests—Three Full-size Containers Under ONE Box Top!"

WIRE, Indianapolis

Bowey's Inc., Chicago (Dari-Rich), 3 weekly *t*, thru Stack-Goble Adv. Agency, Chicago.
Smith Bros. Co., Poughkeepsie, N. Y. (cough drops), 6 weekly *sp*, thru Brown & Tarcher, N. Y.
Stokeley Bros. & Co., Indianapolis (Van Camp tomato juice), 5 weekly *t*, thru Raymond R. Morgan Co., Los Angeles.
Central Shoe Co., St. Louis (Perfect Ease shoes), weekly *t*, thru Kelly, Stuhlman & Zahrndt, St. Louis.
Prophylactic Brush Co., Florence, Mass., 10 daily *sa*, thru Lambert & Feasley, N. Y.
Deisel-Wemmer-Gilbert, Detroit (San Felice cigars), 7 weekly *sp*, thru Brace Beemer, Detroit.

KFI, Los Angeles

Horlick's Malted Milk Corp., Racine, Wis. (malted milk), 3 weekly *sp*, thru Lord & Thomas, Chicago.
Quaker Oats Co., Chicago (cereals), 3 weekly *sp*, thru Lord & Thomas, Chicago.
R. L. Watkins Co., New York (Dr. Lyon's tooth powder), 2 weekly *t*, thru Blackett - Sample - Hummert Inc., Chicago.
The Neutral Thousands, Los Angeles (political), weekly *t*, thru Lockwood-Shackelford Co., Los Angeles.

KFRC, San Francisco

Chamberlain Laboratories, Des Moines (cosmetics), 5 weekly *ta*, thru Coolidge Adv., Des Moines.
American Tobacco Co., New York (Roi-Tan cigars), 6 weekly *sa*, thru Lawrence C. Gumbinner, N. Y.
Pinex Co., Chicago (medicines), 5 weekly *sa*, thru R. M. Seed Co. Inc., Chicago.
Nutome Chimes Inc., New York (dinner chimes), 3 weekly *ta*, thru Merrill Adv. Co., N. Y.

WIND, Gary

"I Am" Reading Room, Los Angeles, weekly *t*, thru Allied Adv. Agencies, Los Angeles.
Peter Fox Brewing Co., Chicago (beer), weekly *sp*, thru Schwimmer & Scott, Chicago.
California Hawaiian Sugar Refining Corp., San Francisco (C & H Sugar), 6 weekly *t*, thru Bowman-Duete-Cummings Inc., San Francisco.

KDYL, Salt Lake City

Coca Cola Co., Atlanta (beverage), 5 weekly *t*, thru D'Arcy Adv. Co., St. Louis.
Furmbilt, New York (clothes), 4 daily *sa*, thru John Austin Driscoll, Los Angeles.
Carter Medicine Co., New York (liver pills), 6 weekly *sa*, thru Street & Finney, N. Y.

WENR, Chicago

RCA Mfg. Co., Camden, 6 weekly *sp*, direct.
Great Western Life Ins. Co., Chicago, weekly *sp*, thru Schwimmer & Scott, Chicago.
Nahigian Bros., Chicago (rug dealers), *sa*, thru Critchfield & Co., Chicago.

WEAN, Providence, R. I.

Procter & Gamble Co., Cincinnati, (Lava Soap), 98 *sa*, thru Compton Adv., N. Y.
Ward Baking Co., New York, 10 *sa*, thru Fletcher & Ellis, N. Y.

WCKY, Cincinnati

Lawrence Roller Mills Co., Lawrenceburg, Ind. (Town Talk flour), 100 *sa*, direct.
Kentucky Sales & Service Co., Newport, Ky., 2 weekly *sp*, direct.

WMCA, New York

Madison Personal Loan Co., New York, 6 weekly *sp*, 4 weeks, thru Klinger Adv. Corp., N. Y.

KFRU, Springfield, Mo.

Staley Milling Co., Kansas City (feed), 26 *sa*, thru Potts-Turnbull, Kansas City.

XUM

Radio Advertisers

REV. F. F. BOSWORTH, of River Forest, Ill., on Nov. 21 started weekly quarter-hour transcribed talks on WLBC, Muncie, WELL, Grand Rapids, and a Wilkes-Barre station. KOBH, Rapid City, S. D.; WSPD, Toledo, and WAGM, Presque Isle, Maine, started the discs Nov. 14 and KGCX, Wolf Point, Mont., Nov. 7. Rev. Bosworth is now on WJJD, WCFL and WCBD in Chicago and is heard via transcribed talks on Sundays on WMCA, New York, and WIP, Philadelphia. D'Arcy Laboratories, Chicago, cut the transcriptions. The business is placed direct.

F. A. STUART Co., Marshall, Mich. (Stuart's Dyspepsia Tablets), has placed its entire account with Benson & Dall Inc., Chicago.

THE George Jessel variety show, *30 Minutes in Hollywood*, has added to its sponsors Crawford Laundry Co., Bridgeport, on WICC, and Standard Drug Co., Cleveland, on WHK. Program has been carried on those stations as a sustainer. Agency for both accounts is Redfield-Johnstone Inc., New York.

COLGATE-PALMOLIVE-PEET Co., Jersey City, N. J. (Colgate tooth powder, Rapid Shave Cream and Brushless Shave Cream), has transferred those accounts from Benton & Bowles Inc., New York, to Benton & Bowles-Chicago Inc., effective Dec. 1. None of the products is using radio at present.

HEALTH RESEARCH Foundation, Ann Arbor, Mich. (Vimm), started musical clock series Nov., Tues., Thurs., Sat., on WHO, Des Moines. Andrews Adv. Agency, Detroit, has the account.

Paper Uses Radio

SINCE *Omaha Bee-News* left the Hearst fold to be absorbed by the *Omaha World-Herald*, the *Chicago Herald & Examiner* has been buying time on KOIL, Omaha, in a free-for-all circulation battle. Starting with Saturday announcements, the Chicago paper assumed sponsorship of *Uncle Don Reads the Comics*, a Sunday half-hour program that had been conducted in cooperation with the *Bee-News*. Don Kelley writes the program and narrates the Uncle Don role, with Arthur Faust directing the dramatic staff.

HALGAR Inc., new Chicago firm, with offices at 2448 S. Michigan Ave., started a test program on WMAQ, Chicago, Nov. 18 advertising the firm's Mar-Vo-Curl. Product is a complete permanent wave set selling for $1. The new quarter-hour show, broadcast at 10:45 a. m., Tuesday and Thursdays and at noon on Sundays, features Perro Como, vocalist, with Ted Weems' orchestra, and the piano team of Marlowe & Lyon. Baggaley, Horton & Hoyt Inc., Chicago, handles the new account.

HEALTH PRODUCTS Co., Newark, N. J. (Feenamint), is planning use of radio, probably spot, after the first of the year. Wm. Esty & Co., New York, is agency.

OXO Ltd., Montreal and London (Oxo beef cubes), is sponsoring a twice weekly morning program featuring Clarence Hayes, singer and guitarist, over four NBC-Red network stations on the Pacific Coast. The agency is Doremus & Co., San Francisco.

GENERAL BAKING Co., New York (Bond bread), on Nov. 3 started *Voice From the Street*, a Jewish program on WLTH, Brooklyn, quarter-hour three days a week, conducted by Walter Packer. In addition, a thrice-weekly *Roving Reporter* program started Nov. 15 for the same product on WELI, New Haven. Show is billed as *By Golly*, Golly being a WELI staff man, and is broadcast from the lobbies of local theaters. Agency in charge is BBDO, New York.

AMERICAN Automobile Insurance Co., St. Louis, has placed its account with Blackett-Sample-Hummert Inc., Chicago.

KNIGHT-KAP Inc., San Antonio, Tex., is placing radio advertising through Payne Adv. Agency, San Antonio.

M & R DIETETIC LABS., Columbus (Sofkurd modified milk), is advertising through Reincke-Ellis-Younggreen & Finn Inc., Chicago.

MARYLAND LABS. Inc., Baltimore (Dia-Lax), is placing advertising through Louis E. Shector Adv. Agency, Baltimore.

PITTSBURGH COAL Co., Minneapolis, is advertising through McKenzie Inc., Minneapolis.

CLAIROL Inc., New York, is now advertising through Kleppner Co. Inc., New York.

GORDON BAKING Co., Detroit, has appointed Young & Rubicam Inc., Detroit, to service its account.

K. A. HUGHES Co., Jamaica Plains, Mass., has named Badger & Browning Inc., Boston, as agency.

DOROTHY PERKINS Co., St. Louis, has selected Gardner Adv. Co., St. Louis, as agency.

DEERFOOT FARMS Co., Southborough, Mass., has placed its account with McKee, Albright & Ivey Inc., New York.

ROSICRUCIANS, San Jose (religious order), on Nov. 16 began a series of transcribed programs titled *Mysteries of Life* on KFRC, San Francisco. The agency is Richard Jorgensen Adv., San Jose.

MILES LABORATORIES, Elkhart, Ind. (Alka-Seltzer), recently inaugurated a series of transcribed half-hour programs of Jewish news over KGGC, San Francisco, to be heard twice weekly for a period of 52 weeks. Agency was Associated Radio Advertising, Los Angeles.

COOPER Co., Central Texas' largest wholesale house, has contracted for radio time for the first time to promote its Cooper's Best Coffee over WACO, Waco.

UNITED AIR LINES, Chicago, used one-minute transcriptions nightly Nov. 17-22 over KHJ, Los Angeles. Agency is J. Walter Thompson Co., Chicago.

MERRIMAC MILLS, Merrimac, Mass., has started a quarter-hour daily morning sports program on WCOP, Boston, called *Sporting Views*. The show reviews the last evening's activiities in local and national athletics and features Jim Donovan, WCOP news editor. Account placed direct.

CARNATION Co. Milwaukee, adds a fourth station, WHIP, Hammond, Ind., to *Polish Contented Hour*, a half-hour program every morning except Sunday at 9:30. Erwin, Wasey & Co., Chicago, is agency.

R. B. DAVIS Co., Hoboken, N. J. (O. K. baking powder), now participating in women's programs in 12 cities, on Nov. 23 added a quarter-hour show, *Rain & Sunshine*, for 13 weeks on WEAF, New York. Agency is Chas. W. Hoyt Co., New York.

BORDEN Farm Products Division of the Borden Co., New York, has appointed BBDO, New York, to direct advertising, effective Jan. 1. Media have not been selected.

50,000 WATTS - NATIONALLY CLEARED CHANNEL

STATION WHAS LOUISVILLE

Gives you better returns for every dollar you spend advertising your product in the rich Ohio Valley. . . . Let us prove it to you.

PROVED PRIMARY LISTENING AREA FACTS

Population— 4,932,307
Radio Homes— 904,999
Families— 1,267,519
Passenger Cars— 962,233
Food Sales— $292,726,998
Filling Station Sales— $77,575,083
Drug Sales— $52,545,833
Income Taxpayers— 134,204

Total 1936 Sales—$2,738,119,583

★

EDWARD PETRY & COMPANY
National Representatives

★

820 Kilocycles C.B.S. Outlet

COURIER-JOURNAL & LOUISVILLE TIMES STATION

WEED AND COMPANY

We Call Your Attention To

KFBB

Great Falls, Montana

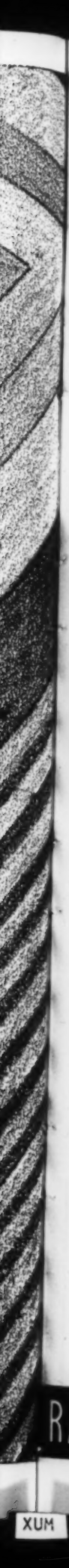
Montana's Most Progressive Most Aggressive Most Successful Radio Station.

An Affiliate of the Columbia Broadcasting System.

Radio Station Representatives

- NEW YORK
- DETROIT
- CHICAGO
- SAN FRANCISCO

BROADCASTING
Broadcasting
Advertising
1938
ANNUAL
CONTENTS



YEARBOOK Advertising forms close December 15th

RESERVE SPACE TODAY

RADIO'S YEAR-ROUND ADVERTISING MEDIUM

XUM

WITHIN a short time the Carrier Salesman's Radio Party, conducted on Iowa Broadcasting System stations by *Detroit Register & Tribune* youths, has become the second largest radio show in the state, according to the network. It is presented Sunday afternoons and uses a cast of 55, mostly carrier boys. Well-known persons are invited as guest stars. Each week the program salutes the town from which carrier talent originates. The series is designed to build good-will in the carrier organization.

* * *

Snow Wanted

SNOW on the street and the man-on-the-street jumps on the sled on the snow on the street. That is the formula planned by a Salt Lake City department store to tie-in its toy and sporting departments on KDYL with winter's arrival. [As BROADCASTING went to press it had not snowed in Salt Lake, but Jack Gregson, KDYL special events man, was all ready to jump.]

Easy Education

ON THE theory that to educate by radio it is necessary to entertain, WFIL, Philadelphia, now has six program series offering knowledge in easily absorbed doses. *Alma Mater* dramatizes achievements of prominent graduates of Philadelphia colleges; *School Days* depicts trends of modern schools with demonstrations by pupils; *Neighborhood School Centers* covers teaching of tenement youngsters.

* * *

Bar Association Series

THE BAR Association of Erie County and the Lawyers' Club of Buffalo are in the second season of a broadcast series, heard on WBEN, and produced by Ellis Adv. Co., Buffalo, with Jerry Harris writing script. A series of 26 playlets has been arranged, designed to recapture good will for the bar. Transcriptions again will be made and offered to other bar associations.

* * *

Purely PROGRAMS

KSTP at College

THE Minneapolis Junior Chamber of Commerce, feeling that the movies, magazines and fiction have given the public the wrong impression of what the college student does with his time, has taken over sponsorship of a *Know Your University* series on KSTP, St. Paul and Minneapolis. The series, aired on alternate Thursdays, publicizes classroom work, experiments, little-known departments and research at the University, utilizing mobile shortwave unit and pack to do the job.

Designed for emergency use when it becomes necessary to postpone schools because of sub-zero weather, the Minneapolis Board of Education has been given a five-minute "across the board" spot on KSTP, Minneapolis and St. Paul, for its School Bulletin.

* * *

Forgotten Facts

ANOTHER slant on the present quiz craze is called the *Inquiring Historian* on KRKD, Los Angeles, during which Howard R. Bell, KRKD studio manager, asks five members of the audience questions concerning American history. The winner gets $5.

* * *

Others' Jobs

NIGHT workers have their day in the new *Men at Work* series on the WLW Line each Tuesday at 10:45 p. m. With special lines and a mobile unit this series brings to the audience policemen, firemen, airport attendants, night club employes and others who work while the city sleeps.

* * *

Headline Headaches

THE STORY behind the headlines is featured in *Making of a Newspaper*, a half-hour Friday evening show on KYA, San Francisco, under sponsorship of the local *Examiner*. Darrell Donnell, radio editor of the paper, and Don Dudley, program director, dramatize their visits to the composing room, the morgue, press room and editorial department.

* * *

The Answers

ONCE a week members of the KIRO staff appear on the Seattle station's *Dear KIRO* to answer fan letters affecting various departments of the station.

Female and Mail

WITH its engineer behind a screen and its microphone in the hands of women commentators, MBS penetrated the no man's land of backstage at the recent New York fashion show and brought stirring descriptions of late underthings to eager feminine ears.

Another recent MBS remote took place high above New Jersey during the experimental shuttle flights to test the possibilities of intrastate mail service for the communities off the regular airlanes. Jerry Danzig and Dave Driscoll, MBS special events men, interviewed the state's oldest rural mail carrier as they zoomed along.

* * *

Money Makers

A WEEKLY quarter-hour show which started on WMAQ, Chicago, titled *Dr. Dollar*, dramatizes success story of men and women who have made money in odd ways. Material for programs is supplied by listeners and is adapted for radio by William Meredith of the NBC-Chicago continuity staff. Program is sponsored by Vocational Service Inc., Los Angeles, through Critchfield & Co., Chicago.

* * *

For Peace

DEDICATED to peace, two new programs have been started on WMCA, New York. Titled *The Modern Woman*, a morning program features Estelle M. Sternberger, executive director of the World Peaceways. An evening series called *Between War & Peace* is given under auspices of the National Council for Prevention of War.

* * *

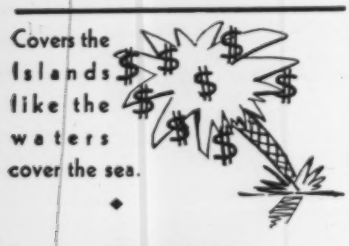
Behind the Lens

NEW SLANT on a camera program is the series on WBNX, New York, called *Candidly Speaking*. Guest speakers dedicate their talks to various local camera clubs, answer questions asked by club representatives who attend the broadcasts. Under the direction of William R. McCue, the first program featured Alfred Eisenstadt, staff photographer of *Life*.

* * *

Italians Learn English

DESIGNED to teach English to Italian listeners, the *Elementary School of the Air* on WOV, New York, is a leader in audience response. More than 1,000 regular listeners submit homework and ask for criticism. Heard twice weekly, the series is under auspices of the WPA and the Adult Education Project of the city's Board of Education.



KHBC
HILO, HAWAII

KGMB
HONOLULU , HAWAII
FRED J. HART, President and General Manager
SAN FRANCISCO OFFICE, CALIFORNIAN HOTEL
Representatives:
CONQUEST ALLIANCE COMPANY
NEW YORK, 515 MADISON AVE. CHICAGO, 100 N. LaSALLE ST

WDBJ 5000 WATTS (DAY) 1000 WATTS (NIGHT)

RESULTS . . . *that's what counts*

The excellence of the job being done for advertisers by WDBJ in the rich Roanoke and Southwest Virginia markets . . . is shown by the fact that 80% of WDBJ's contracts are renewal contracts. To cover this prosperous area consistently and satisfactorily *at all times* you must use WDBJ.

Representatives
CHICAGO — Sears & Ayer
NEW YORK — Craig & Hollingbery

WDBJ *in the heart of a great* TRADING AREA
ROANOKE, VIRGINIA
MEMBER OF THE COLUMBIA BROADCASTING SYSTEM

WWL
NEW ORLEANS
LOUISIANA'S most powerful station
850 KC. 10,000 WATTS
affiliated C.B.S.

KFRU
COLUMBIA, MISSOURI
A Kilowatt on 630
A Sales Message over KFRU Covers the Heart of Missouri

TONGUE TIED—WJBK, Detroit, has solved the Chinese pronunciation problem by engaging three Chinese students from a local university to provide tips on uttering oriental names. In the photo (left to right) are WJBK's Fred Knorr, Charles Sterritt, Angus Pfaff, Bob Longwell and David Lim (Chinese).

* * *

A Small World

WHEN Bill Davies and Carl Vandagrift, announcers of WOWO, Ft. Wayne, Ind., stopped a car the other day to interview the driver during a safety program called *Hey! Mr. Motorist*, out he jumped and made them honorary members of the New Jersey Accident Prevention Bureau. The chief of the New Jersey bureau just happened to be doing a little touring, a little checking up. WOWO says it's mighty proud.

* * *

For Better Music

TO DIVERSIFY a recorded music program and instill in listeners the desire for more classical music, KCKN, Kansas City, Kan., has resorted to argument. Ben Allmeyer, of the KCKN staff, poses as a professor and breaks in to complain about too much swing music, pleads for more musical classics. Listeners like it, say KCKN and the sponsor, Jenkins Music Co.

* * *

Bill Board

THE *Bill Board* of WOWO, Fort Wayne's 'most listened to' program has an interesting history. When originated, it was decided to use the 15 minutes allotted to review the station's own programs. But the merchandising department found that *Bill Board* had too many listeners to be non-paying, so used it to publicize bigger and better shows. Listeners grew in number so *Bill Board* was made a half-hour participating show.

* * *

News of the Week

BON MARCHE, large Seattle department store, has started *So Goes the World* on KJR, Seattle, with Dick Keplinger narrating news of the past week with the aid of a dramatic cast. The show is in addition to the store's four quarter-hour news periods daily, as well as two more on Sunday, all on KJR.

* * *

What Dudes Are Wearing

WTMJ, Milwaukee, has sent Nancy Grey, conductor of the women's feature *What's New in Milwaukee* on a two-week trip to Arizona dude ranches and resorts via American Airlines. She is gathering impressions of what's new in women's wear. During the trip she is sending letters to her sponsors back in Milwaukee, as well as a daily letter for George Comte, pinch-hitter on her program.

Our Foreign Neighbors

TO ACQUAINT listeners with the problems and progress of foreign nations, MBS has started a Sunday afternoon series called *World Neighbors*, featuring dramatized highlights in the lives of famous world citizens whose achievements have benefited everyone. The first of the series called "The Rise of the British Empire" was given Nov. 21 under auspices of the University Broadcasting Council, on WGN, MBS Chicago affiliate.

* * *

For The Youngsters

SCHOOL children are interviewed by announcers of WMAQ, Chicago, in a new program, *Children Speak*, which broadcasts originate in theatre lobbies near schools at 4 p. m., after classes are over for the day. Questions are supplied by listeners. The quarter-hour program is broadcast daily except Saturday and Sunday under sponsorship of Foley's Honey & Tar Syrup. Lauesen & Salomon, Chicago, is agency.

Chance for Students

CLEVELAND high school students are given a chance to compete for a position in radio by WGAR, which offers to the outstanding school newspaperman the post of editor-in-chief of the WGAR High School News Bureau. The appointment will be based on scholastic standing and ability to report and write news. Students will be eligible only in their senior year. They may, however, submit applications in their junior year to the station's committee on selection.

Poe's Horrors

ADAPTED to radio by Virginia Wiltten of the production staff, WBAP, Fort Worth, is attracting widespread comment with a series of horror dramas from the works of Edgar Allen Poe. Titled *Black Night*, each broadcast is 30 minutes in length and is presented as a sustaining program by the WBAP players. Many eerie sound effects never before used on the air have been worked out under the direction of Ken Douglass, production director, WBAP, claims.

* * *

Chance for the Audience

THE audience provides the talent for *Everybody's Invited*, new program on WFBC, Muncie, Ind. Besides submitting to interviews by Eber Lineberger, an audience provides the cast for melodramas.

Headaches and Earaches

THE THEME of a new Sunday evening comedy series on CBS called *Earaches of 1938* is the back stage humor incidental to producing a radio series like *Earaches*. Comedy within comedy, the program will feature Harry Conn, oldtime vaudeville artist, and a cast of 40 funsters.

* * *

Opportunity for Censor

NBC is conducting a nationwide search for the champion American talking parrot, winners to compete later in coast-to-coast broadcast tests. Associated stations will comb their localities for birds with superior diction, originality of expression, vocabulary and voice quality.

* * *

For Naturalists

FROM the lobby of New York's American Museum of Natural History, a question and answer program originates weekly on WOR-MBS. Called *This Wonderful World*, the series features Bob Emery and Mrs. John M. Saunders in discussions of natural history.

* * *

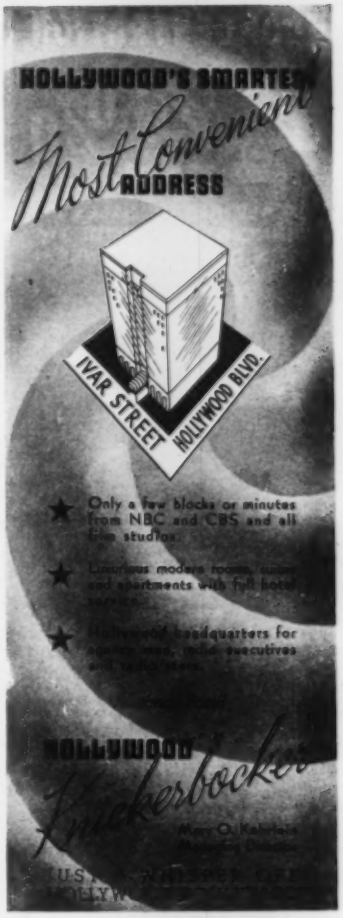
In the Control Room

ON WBAL, Baltimore, *Control Room* tells dramatic and amusing incidents in the rehearsal and broadcasting of a typical network commercial. The program is a Saturday half-hour feature and succeeds *Club Radio*.

* * *

Ancient Annals

FROM files of local papers, WHBF, Rock Island, obtains material for Ralph Childs' *Pressroom Echoes*, a thrice-weekly evening quarter-hour in which Childs and Forrest Cooke exchange gossip.


HOLLYWOOD'S SMARTEST
Most Convenient
ADDRESS
IVAR STREET
HOLLYWOOD BLVD.
Only a few blocks or minutes from NBC and CBS and all film studios
Luxurious modern rooms, suites and apartments with full hotel service
Headquarters for agents, stars, radio executives and picture men
HOLLYWOOD
Knickerbocker

THANKS!

Response Terrific
At Your Demand
"WALKS OF LIFE"
Now Transcribed.
Built especially for Shoes—Sale or Repair.
13 15-Minute Shows Ready.
Priced Right.
Write

---wood---
RADIO PRODUCTIONS
Hollywood, Calif.
220 Markham Bldg.
. . . wood words sell . . .

To Cover the Rich
Northwestern Ohio
and Southern
Michigan
Market
USE

WSPD

An
NBC
Basic Station

WSPD dominates in Toledo and its prosperous retail trading area—dominates in popularity—dominates in advertising effectiveness.

5000 Watts Day — 1000 Watts Night

WSPD

Commodore Perry Hotel, Toledo

•CONCENTRATION
44%
OF ALL RETAIL SALES IN MINNESOTA ARE MADE TO TWIN CITIES LISTENERS
WTCN
NBC BLUE NETWORK STATION
Covers An Even Greater Area Than This Rich Metropolitan Market
Owned and Operated By
MINNEAPOLIS TRIBUNE
ST. PAUL DISPATCH – PIONEER PRESS
Wesley Temple Bldg., Minneapolis
FREE & PETERS, Inc. National Representatives

Agencies

YOUNG & RUBICAM Inc., New York, announces the following additions to its personnel: Tom Lane, formerly of the WOR publicity department, and James E. O'Bryon, formerly of the CBS press department, have joined the agency's radio publicity staff; Adrian Samish, formerly of the radio production staff of Arthur Kudner Inc., New York, has been named to handle production of *We The People*.

PETER BARNUM, formerly of Young & Rubicam Inc., New York, has joined the general radio production staff of Ruthrauff & Ryan Inc., that city.

LARRY WHITE, formerly executive assistant to Arthur Rush, Hollywood manager of Columbia Management of California Inc., has joined Leland Hayward Inc., Beverly Hills, Cal. talent agency, as head of its radio department.

NATE TUFTS, of Ruthrauff & Ryan Inc., Hollywood production staff, and Mrs. Tufts are the parents of a baby boy born Nov. 12.

DANNY DANKER, vice-president in charge of J. Walter Thompson Co., Hollywood, is the father of a baby girl, Suzanne, born Nov. 12. James S. Bealle, assistant publicity director, is the father of a daughter, Celia, born the same day.

J. M. TODD has been named continuity director of W. K. Nash Adv. Agency, St. Louis, succeeding Dick Sharp, now with W. K. Nash Adv. Agency. Clair Callihan has joined the KSD continuity staff.

S. K. ELLIS Jr., formerly with CBS in Chicago, has joined the Chicago office of Fletcher & Ellis in a research capacity.

Bull Heads Agency

FRANK BULL, well-known Pacific Coast sports commentator and agency account executive, has been elected president of Allied Advertising Agencies Inc., Los Angeles. He succeeds R. L. Rust who resigned Nov. 15 to devote his time to other business interests. Dick Smith is first vice-president and Walter McCreary, second vice-president in charge of sales. Fehr Gardner is secretary-treasurer. Officers of the agency are all former radio station executives and are still actively engaged in broadcasting.

Mr. Bull

NELSON CARTER has been named manager of the Chicago office of Beaumont & Hohman Inc., coming from the Omaha office where he has been succeeded by O. W. O'Neil. J. A. Barnes has been named an account executive in the Chicago office and Clarke Trudeau production manager.

CROSSLEY & HAM Inc., San Francisco and Portland, Ore., has been formed by consolidation of Ernest R. Ham Adv. Agency and J. T. Crossley Co. Inc. The San Francisco office is now at 500 Sansome St. Mr. Ham is manager of the Portland office, in the Oregonian Bldg.

WAMBOLDT & HOLDEN, new Chicago production firm [BROADCASTING, Oct. 15], has expanded to larger quarters. Previously at 20 E. Jackson St. the firm is now located on the 19th floor at 165 W. Wacker Drive. W. W. Joyce, formerly assistant sales manager of Rural Progress magazine, and later chief sound effects man at NBC, Chicago, has been added to the production staff. The firm is writing and producing Public Hero No. 1 for Falstaff Brewing Co., St. Louis, and the Tom Mix show for Ralston-Purina Co., St. Louis.

CLIFFORD CARLING has joined Columbia Management of California Inc., Hollywood, as executive assistant to Arthur Rush, manager. He succeeds Larry White, resigned. Paul Louis, in charge of radio talent of Columbia Concerts Corp., New York, was in Hollywood early in November conferring with Mr. Rush on expanded West Coast activities.

BERT LEVEY Theatrical Agency, Los Angeles, was to open branch offices in Warner Bros. Theatre Building, Hollywood, on Dec. 1. A radio department was to be established.

JAMES M. COSTELLO, correspondent for the *Milwaukee Sentinel* and formerly with a contracting firm in Janesville, Wis., has joined Bert S. Gittens, Advertising, Milwaukee agency, to handle industrial accounts.

ADAM J. YUNG Jr., formerly in sales promotion and research for NBC, New York, and more recently with Bryant Publicity Service, New York, has been appointed time-buyer of H. M. Kiesewetter Adv. Agency, New York.

FREEMAN KEYES, president of Russel M. Seeds Inc., Chicago, has appointed Tom Wallace as manager of the agency's Hollywood office.

CECIL UNDERWOOD, of the Needham, Louis & Brorby Inc., Chicago production staff, was in Hollywood during November on a combined business and pleasure trip. He produces the NBC *Fibber McGee & Mollie* series sponsored by S. C. Johnson & Son Inc.

GEORGE D. LOTTMAN, New York publicity service, has established Hollywood offices at 6605 Hollywood Blvd., with Jerry Olenick and Murry Weintraub as co-managers. Specializing in radio, the organization has added Amy Alexander and Robert Joseph to its writing staff.

WALTER SCHWIMMER, partner of Schwimmer & Scott, Chicago, will sail from New Orleans Dec. 22 on a two-week cruise. Included in Mr. Schwimmer's itinerary is Havana, Panama, Honduras, and Nicaragua.

CHARLES S. KNAPP, New York advertising man, has joined Chambers & Wiswell, Boston, to direct copy and idea activity. He had formerly been with Young & Rubicam, J. Walter Thompson Co. and Ruthrauff & Ryan.

WESTON W. HILL, copy chief and account executive of Cecil, Warwick & Legler, New York, has joined Brooke, Smith & French to head the promotion unit on the Hudson auto account.

CHARLES SANFORD KNAPP, formerly copy and account executive with J. Walter Thompson Co., Young & Rubicam, Frank Seaman, and Ruthrauff & Ryan, has joined Chambers & Wiswell Inc., Boston. He will head its copy staff.

DON FRANCISCO, vice-president of Lord & Thomas, Los Angeles, has been made president of the new Hollywood Pacific Coast League Baseball Club.

CARROLL NYE and Robert Woodburn of Radio Feature Service Inc., Hollywood publicity concern, were married at Riverside, Cal., Nov. 20.

WILLIAM REUBENS, at one time radio editor of *Orchestra World*, New York, has joined Radio Feature Service Inc., Hollywood publicity concern, as agency contact man.

MASON BARLOW Advertising, is the title of a new agency established by Mr. Barlow at 201 N. Wells Bldg., Chicago. Mr. Barlow for many years has served manufacturers and others as sales and advertising counsel but heretofore has placed no contracts. Clients include Adolph I. Buehler, metallurgical apparatus and optical instruments; Castle-Ford Co., decorative linens; Clayson Governor Sales Co., automotive governors; D & B Mfg. Co., automotive gears, and Klipfel Mfg. Co., steam specialties.

WILLARD (Doc) HALL, well-known radio director and master-of-ceremonies, has joined Keighley & Keate, Beverly Hills, Cal. production agency under a five-year contract. He directs the radio department and new commercial production division. On Nov. 18 he started a weekly 45-minute professional talent program *Discoveries of 1938* on KFWB, Hollywood, under sponsorship of The Boston Store, Los Angeles.

WAIR, Winston-Salem, N. C., claims to have one of the most unique sponsors on the air. He is C. A. Boles, local mule dealer, who has purchased a daily spot announcement for six months.

EARS
ARE WHAT COUNT!

HERE'S A SURVEY THAT COUNTS EARS!

• Watch for it! An accurate, unbiased analysis of LISTENING HABITS in the seven major cities of Nebriowa . . . proving again that WOW dominates the rich trade territory of eastern NEBRaska and western Iowa. If your copy has not yet arrived, write us today! You'll want it for your files.

JOHN GILLIN, Jr., Mgr.
Owned and Operated by the Woodmen of the World Life Insurance Society
JOHN BLAIR CO., Representatives
New York, Chicago, Detroit, San Francisco

WOW
Omaha, Nebraska
590 KC 5,000 Watts

ON THE N. B. C. RED NETWORK

IN Atlanta USE
WGST
CBS 5000 watts day
1000 watts nite
890 kc.
Repts: E. KATZ SPECIAL ADVERTISING AGENCY

TOM REVERE, head of the radio department of Benton & Bowles Inc., New York, was named a vice-president of the agency at a recent meeting of the board. Announcement was made by Atherton W. Hobler, president.

SHAW & MILES Inc., Los Angeles, with offices at 309 W. 12th St., has been formed by Robert Shaw and Ken Miles. They have acquired the advertising interests of Production Service Co., that city. Shaw was at one time advertising manager of Phelps-Terkel, Los Angeles and Miles, founder and publisher of the *Beverly Hills* (Cal.) *Citizen.*

JAMES M. COSTELLO, correspondent for the *Milwaukee Sentinel* and formerly with a contracting firm in Janesville, Wis., has joined Bert S. Gittens, Advertising, Milwaukee agency, to handle industrial accounts.

BRAYTON G. WEIDER has joined Max W. Becker Adv. Agency, Long Beach, Cal., as account executive. He was formerly advertising manager of the *Oxnard* (Cal.) *Daily Currier.*

HERBERT GLOVER, publicity director, Lord & Thomas Inc., New York, flew to Hollywood Nov. 28 to spend a week coordinating publicity activities for the agency in connection with the Lucky Strike-Warner show.

SAVINGTON CRAMPTON, Hollywood manager of William Esty & Co., was married in that city Nov. 17 to Sarah Adams of Wellesley, Mass.

GUILBERT GIBBONS, formerly an announcer at WHK-WCLE, Cleveland, has joined the radio production department of Lord & Thomas, Chicago, as assistant to Basil Loughrane, radio director.

DOREMUS & Co., Chicago, on Dec. 1 absorbed Gamble & Co. Ltd., also of Chicago, organized by Thomas Gamble, president and owner of the agency since it was organized 15 years ago. At Doremus, Mr. Gamble will continue to handle the Halsey Stuart & Co. account which had been handled by his own agency.

Myron Kirk to Quit

MYRON KIRK, vice-president in charge of radio, Ruthrauff & Ryan Inc., New York, will relinquish that post shortly to become radio department manager of Famous Artists Corp., newly-formed Beverly Hills, Cal., talent agency, it is reliably reported in Hollywood. The new talent organization consists of the combined interests of Feldman-Blum Corp., Beverly Hills, and H. E. Edington-F. W. Vincent Inc., Hollywood. Mr. Kirk, with Ruthrauff & Ryan four years, is to take over his new duties after Jan. 1. Heagen Bayless, his New York assistant, will join him on the West Coast. Amory Eckley, now in charge of Feldman & Blum Corp. radio contacts, will also join the new firm. Although not confirmed, it is understood that Edmund B. (Tiny) Ruffner, West Coast radio production manager of the agency in Hollywood, will succeed Kirk as radio director of Ruthrauff & Ryan. Mr. Ruffner was recently made a vice-president.

"A Blind Spot" for All Outside Stations—

IF you want to Cover Rich Central Pennsylvania

You *MUST* Use

WFBG

Altoona • Pa.

Reps

WEED & Co., representing many stations in the United States and Canada, will represent the stations brought under the wing of All-Canada Radio Facilities Ltd., a merger of United Broadcast Sales and All-Canada Broadcasting Co. Main offices of the merger, of which H. C. Carson is general manager, are in Toronto, with branches in Calgary, Montreal, Winnipeg and Vancouver. P. H. Gayner, manager of the Toronto office, has been transferred to Winnipeg in charge of the western sales staff, with G. F. Herbert, Winnipeg, transferred to Toronto. The Toronto office will be moved Jan. 1 to Victory Bldg., 80 Richmond St. W.

JAMES F. FAY, Boston, has taken over New England representation of all the Hearst Radio stations—namely, WINS, New York; WBAL, Baltimore; WCAE, Pittsburgh; WISN, Milwaukee; KOMA, Oklahoma City; WACO, Waco; KNOW, Austin; KTSA, San Antonio; KYA, San Francisco; KEHE, Los Angeles.

WEED & Co. has been appointed national representatives of WLAW, New Lawrence, Mass., station, which will open in mid-December. WLAW is a 1,000 watt station 40 miles from Boston operating on 680 kilocycles. Weed & Co. will also assume representation of WLNH, Laconia, N. H.

WMAZ, Macon, has retained J. J. Devine & Associates as exclusive representatives in the national field effective Jan. 1, 1938. The announcement was made by E. K. Cargill, president-manager of the CBS outlet.

JAMES R. CURTIS, president of KFRO, Longview, Tex., announces that John H. Reagin, Atlanta, has been named station representative for the Southeastern section of the United States.

Swallow Advanced

JOHN W. SWALLOW, for five years NBC Hollywood studio manager, has been appointed western division program manager, with headquarters in that city. The promotion was announced Nov. 18 by Don E. Gilman, NBC western division vice-president, who stated that "the substantial increase in volume of business and amount of production in the Hollywood studios of the network has necessitated the concentration of more executive manpower in that locality." Mr. Swallow will spend considerable time in San Francisco and other key cities of the western division.

Mr. Swallow

Wester Starts Firm

CARL WESTER, NBC salesman in Chicago, has formed a radio writing and production firm to start operation Dec. 1 with offices in the Palmolive Bldg. He joined the staff in March, 1930, and has handled many big NBC accounts. He will be associated with a well-known network writer whose identity has not been announced.

De Garmo Merges

DE GARMO Corp., New York, advertising agency, has merged with Arthur H. Fulton Co., that city. Lee Ellis, a newcomer to advertising, has joined the firm, now called Fulton-de Garmo & Ellis Inc. with offices at 30 Rockefeller Plaza.

A DOUBLE-BARREL GUN

— Doubles the Bag

-Says the Major

When there is plenty of game, you can bag twice as many with a double-barrel gun. . . . In the Carolinas, the twin stations, WIS-WPTF, double results among the large group of buyers in the two rich cotton-tobacco areas for a single low rate.

The CAROLINA COMBINATION

WIS — COLUMBIA, S. C. — 5000 WATTS, NBC

WPTF — RALEIGH, N. C. — 5000 WATTS, NBC

Represented by Free & Peters, Inc.

Sold at one low rate

PROMOTION No. 11

JUST COMPLETED!

For but 4 station owners in the past 14 years, one man has

Established and built up station prestige

Increased local and national incomes many-fold

and

Built permanent organizations for eleven separate properties, each of which is a leader in its field.

● **With the successful completion of his *eleventh consecutive* promotion, this executive's services are now available to a station owner who is desirous of better serving his market while insuring advanced profits.**

● **His most outstanding results have been associated with stations of 5 to 50 kilowatts in major markets which have had national network connection.**

● **He will be in Chicago through the 15th of December or will arrange for a personal interview at your station.**

● **All inquiries by wire or letter will be treated confidentially. Full references, including this publication, will be gladly furnished.**

Address Box 823

BROADCASTING

360 North Michigan

Chicago

New WFIL Transmitter

AT A COST of approximately $125,000, WFIL, Philadelphia, on Dec. 1 will begin installation of its new transmitter. Paul Godley, consulting engineer, will supervise technical construction with Walter Thomas, Philadelphia architect handling the design. A 38-acre tract fronting on the Schuylkill River in Southwest Philadelphia four and one-half miles from the heart of the city, has been purchased. A two-story Colonial house to serve as a combination technical laboratory and living quarters will be erected. Completion is expected in two months, according to Donald Withycomb, general manager.

Singing School

TO TEACH proper radio technique and inspire confidence in prospective artists, WFBL, Syracuse, N. Y., has established a Singing School. The coaching is done by Jack Curren and Ed Jacobs of the WFBL staff and the class is strictly limited to entertainers who show definite talent. From its point of view, says WFBL, the purpose is to build up a roster of reliable and experienced artists.

Moore Paint to Return

BENJAMIN MOORE & Co., New York, has again signed up for a series of 21 quarter-hour weekly broadcasts on NBC-Red network, beginning early in January and continuing until the end of May. Programs, talks on interior decorating and art in arranging and decorating the home by "Betty Moore", are run each year by the company from mid-winter until after the end of the normal housecleaning and moving season, both on the network and on a number of supplementary stations with transcriptions. Programs are placed direct.

HOBBY—Bernard Cruger, first assistant engineer of WGY, Schenectady is one of those chaps who seeks recreation in working. The publication *Modern Mechanix* has awarded him third prize in the "Midget Mike" model locomotive contest. The tiny model is complete in every detail and is built to a scale of 5/32 inch to a foot. Its total overall length is 11½ inches as compared to 72 feet, the length of the real locomotive.

ATLAS PROMOTING RECORDED SERVICE

AN ADVERTISING campaign to be begun shortly in radio fan publications to sell to the radio public the transcribed programs produced by Atlas Radio Corp., New York, was announced by Herbert R. Ebenstein, president, at a national convention of the company's distributors, held at the Stevens Hotel, Chicago, Nov. 28-29. Atlas does not employ salesmen to sell its records to stations and advertisers in the usual fashion, but has introduced to radio a franchise system whereby a distributor is given the exclusive rights to sell Atlas productions in a given area. Each distributor will maintain branch offices throughout his territory for the placement of the programs to stations, programs being leased on an exclusive basis within any market area. Plan is similar to that used in the distribution of motion pictures, in which industry Mr. Ebenstein has a wide experience.

Franchises for three distributors in the Central, Southern and Western zones, have been issued by Atlas. L. Daniel Blank, former motion picture distributor, heads the central zone organization, with headquarters in Chicago and branch offices in Minneapolis and Detroit. In the South, Claude C. Ezell, former sales manager for Warner Bros. and at present western sales manager for Bank Night, will handle Atlas programs from his Dallas offices and a branch in Atlanta. Western distributor is Ray Coffin, likewise from the movies, who will make his headquarters in Los Angeles with branches in Denver and Seattle. Mr. Ebenstein is manager of the eastern division and will open district offices in Pittsburgh and Boston in the near future.

Atlas already has 28 serial features ready for release, comprising some 900 15-minute and half-hour episodes and representing an investment of $400,000, it was stated at the company's New York headquarters. A booklet describing these releases has been issued as part of an elaborate broadside describing the publicity and merchandising the programs will receive, the whole plan of exploitation being similar to that used in the promotion of motion pictures.

FOR THE RURAL BUSINESSMAN

WLBC Gears Noon Program to Desires of Farmers, Presenting Daily 10-Minute Service

AN UNUSUAL service program for the rural audience has been developed by WLBC, Muncie, Ind. Heard six days weekly from 12:20 to 12:30 p. m., the program is under the direction of Frederic W. Auer, merchandising director, who made a study and a survey of the primary and secondary areas of the rural listeners. The study included questionnaires answered by county agricultural agents, 4-H and Grange leaders, farmers and members of their families, and rural merchants who filled their orders for commodities.

According to Mr. Ayer the study and survey indicated that the farmers valued their time during working hours as highly as their city cousins. They were found to be living under modern conditions, driving automobiles, sending their children to central schools, and trucking their products to market. Many farmers were found to be modernizing their harvesting methods by making the process as nearly mechanical as possible.

The result was a ten-minute program devised especially to be of a service nature. The program includes: Chicago grain quotations; New York noon stock market report; Chicago, Indianapolis and local livestock quotations; Indianapolis, Chicago and local produce and poultry market prices; local grain quotations; national, regional and local farm news bulletins; temperature report and forecast; weather report and forecast and the correct time.

The program has been set up on a noncompetitive participation basis for sponsors with each sponsor being allowed to be known as the company bringing the special report. Many farmers have expressed a preference for this service type of program over the more lengthy ones carried by other stations.

Consolidated Acquires

CONSOLIDATED Drug Trade Products Inc., Chicago, large user of spot radio, has purchased three nationally known products, Krank's Lather Cream, from A. J. Krank Co., St. Paul; Zymole Trokeys (throat lozenges), from Frederick Stearns & Co., Detroit; and Blue Bird Nail Polish, Minneapolis, from the firm of the same name. Quarter-hour daily except Sunday participation on the *Make Believe Ballroom* program started on WNEW, New York, Nov. 22 for Blue Bird, through McCord Inc., Minneapolis. Salem N. Baskin Adv. Agency, Chicago, is agency for Zymole Trokeys.

UTILITIES Engineering Institute, Chicago (air conditioning courses), has added three five-minute programs on WOWO and a weekly quarter-hour Sunday show on KVI making 20 stations now carrying the broadcasts. First United Broadcasters Inc., Chicago, is the agency.

EDWARD F. McGRADY, who recently resigned as Assistant Secretary of Labor to become labor relations executive of RCA, on Nov. 26 was elected a director of RCA.

WILLARD TABLET Co., Chicago, will start its proposed radio campaign after the first of the year, according to Hugh Rager, account executive of First United Broadcasters, Chicago.

RICH PANAMA and the CANAL ZONE buy American

.... and they buy goods and services advertised over Central America's newest and most modernly equipped station.

HP5K-HP5O
LA VOZ de la VICTOR
•COLON Republic of PANAMA•
1440 and 6005 KCS. • RCA EQUIPMENT
(SIMULTANEOUSLY) NBC THESAURUS

HOWARD H. WILSON, CO.
Radio Station Representatives
CHICAGO — 75 EAST WACKER DR. CENTRAL 8744
NEW YORK — 551 FIFTH AVENUE MURRAY HILL 6-1230
KANSAS CITY — 1002 WALNUT ST. GRAND 0810
NATIONAL SERVICE TO STATION AND ADVERTISER

WJBY
GADSDEN, ALA.
. . . intensified coverage of Alabama's SECOND industrial area . . .
COMPLETE Merchandising Service

Careful Rhetoric Urged by Peterson

Says Commercials Should Be Given Careful Preparation

COMMERCIAL announcements should have all the advantages that good writing and persuasive speech can supply, according to Curt Peterson, radio director of Marschalk & Pratt, New York, in a speech recently before the Jane Manner Speech & Drama Forum at Steinway Hall, New York.

Mr. Peterson, a former NBC announcer and program director, pointed out the part which the stage and screen have played in the promotion of better speech, and the great importance of speech today as the medium through which radio entertainment and advertising is brought into millions of homes.

"The client that sponsors a radio program," he said, "invests thousands of dollars in something whose success depends to an extraordinary extent on speech. Entertainment must have the aid of speech and the advertising message almost solely depends upon it. And no matter how or by whom the message is delivered it must have clarity of expression and warmth of personality to make an impact on the listener."

He condemned the casual manner with which this latter and vital phase of broadcasting is often handled. "Advertisers," he said, "spend days and months preparing programs, auditioning orchestras, singers, comedians, etc. At the last minute somebody remembers the "commercials", and this vitally important part of the program is then hurriedly thrown together with an equally hurried selection of an announcer." "This", he pointed out, "is highly inconsistent. The advertiser who takes space in a magazine depends upon illustration and text to put over his message. In most cases he employs the best art and copy talent he can get. In radio, the same thing should hold true."

Mr. Peterson also touched on the part that better speech over the radio is playing in breaking down sectionalism. He mentioned the fact that listeners have become educated to voices that deliver the English language in the same way in every section of the country. He also discussed the technique of writing "ear" copy for the air and the importance of using short sentences and simple words. After the meeting Mr. Peterson and Arthur Brashears, of the Marschalk & Pratt staff, answered questions in a half hour general discussion of the subject.

Goes Scot Free

IT WAS a good thing that George Ambrose of Westminster, British Columbia, was listening to the WLS *National Barn Dance* Nov. 13. Accused by the police of holding up a store on that date, Ambrose testified that he was home listening to the *Barn Dance*. He even told police the name of the selection being sung at the time the robbery was committed. It was *Boys Can Whistle* and *Girls Can Sing*, sung by Lulu Belle and Scotty. Sergt. Frank W. Gallagher, officer of the crown, wrote to WLS-NBC to check his story. Records established the alibi, and Ambrose was freed.

Conquest Appointed

CONQUEST ALLIANCE Corp., New York, has been appointed exclusive radio representative of Col. Theodore Roosevelt Jr. According to A. M. Wilson, production director of Conquest, the colonel plans to discuss his experiences as a youngster in the White House, as a big-game hunter, his experiences in the World War, and famous and interesting people he has known. Four advertisers are reported to be considering sponsorship of a program featuring the colonel. Conquest has also announced that it will place radio serial now being written by Earle Stanley Gardner, well known writer of detective fiction. Program entitled *The Case of the Duplicate Double*, deals with Perry Mason, Gardner's best known character.

Cormier Heads WINS

ALBERT A CORMIER, who resigned Oct 23 as commercial manager of WIP, Philadelphia, on Dec. 6 will become general manager of WINS, New York. Before joining WIP he had been commercial manager of WOR for nearly a decade. Bradley Kelly, for two months general manager of WINS, returns to King Features Syndicate as assistant editor.

Mr. Cormier

Peters Shoe in West

PETERS SHOE Co., St. Louis, on Dec. 1 started a spot campaign in California, going on the air seven nights weekly with a 100-word announcement over KFRC, San Francisco and KHJ, Los Angeles. The account is placed by Long Adv. Service, San Francisco.

Film Chatterers' Cards

RADIO reporters covering Hollywood motion picture studios for news will be required to present identification cards similar to those now issued to studio press correspondents by the Motion Picture Producers & Distributors of America. Cards will be issued after Dec. 1 by Tom Pettey of the Will Hays office who also issues identification passes to reporters and correspondents covering film studios for trade papers, daily newspapers and syndicates. Action was decided upon following a meeting between Petty and publicity directors of major and independent Hollywood motion picture studios on Nov. 16. Practically every radio commentator in Los Angeles county has applied for a pass.

WSAI Newspaper Series

WSAI, Cincinnati, was to carry five broadcasts from the plant of the *Cincinnati Times-Star* during the week beginning Nov. 29. The series was arranged by George Fries, *Times-Star* general manager, Lew Heck, editorial promotion manager, and Robert G. Jennings, WSAI program manager. Programs are designed to acquaint listeners with the problems of newspaper production, and are a part of the WSAI *Cincinnati, Your City* series.

WINKELMAN SHOE Co., New York (women's shoes), has started broadcasting two announcements daily on WHN, New York, and is contemplating use of stations in Boston and Cincinnati. Jay Lewis Associates, New York, is placing the business.

Out Here In Chicago . . .

• *Some Random Thoughts, Most of Which Concern WGES, WCBD, WSBC, Chicago and WEMP, Milwaukee*

By GENE T. DYER

PROOF: This is a two-minute story that should be read and re-read by those who are interested in getting sales results in Chicagoland. It was told by Mr. A. C. Faeh, general manager of the Chicago Automobile Show just prior to the tremendously successful show this year. Said Mr. Faeh: "We have cast about each year for a BIG IDEA, or theme that would prove an attractive added background to bring people to the automobile shows. We made surveys and investigations in Chicago and finally in studying the lists of actual automobile buyers we were struck with the amazing fact that the PREPONDERANCE HAD NAMES DIFFICULT TO PRONOUNCE! We had the idea instantly—*the facts were clear that a great percentage of the motor car sales in Chicagoland were made to foreign-born persons or persons of foreign parentage!* Our show appeal was based on a pageant of the brides of all nations. We appealed to each of the nationality groups.

"Result: A show attendance greater than that of any in history resulted!"

We think this backs up our oft repeated story of the fabulous opportunities in the field of foreign born Americans in Chicagoland. Does that mean anything to you, Mr. Advertiser? *Do you overlook the fact that two out of three persons in Chicagoland are of foreign birth or parentage?* We believe you are making a mistake if you're not including WGES, WSBC or WCBD on your advertising schedule—they are the preferred stations of this overwhelming but almost generally forgotten population!

Gene T. Dyer

LANG-WORTH
planned programs
LARGEST PUBLIC DOMAIN RECORDED LIBRARY in the WORLD
•
LANG-WORTH FEATURE PROGRAMS
420 Madison Ave. New York

7 out of 10 Listeners to BUFFALO STATIONS tune in WGR or WKBW between 5 and 7 P. M. says Ross Federal
BUFFALO BROADCASTING CORPORATION
RAND BUILDING, BUFFALO
Represented by FREE & PETERS

USE WREC Memphis' 1ST STATION
COLUMBIA NETWORK • 600KC
1,000 WATTS NIGHT — 5,000 WATTS DAY

. . . Serving an area with the highest income in Wisconsin outside of Milwaukee. Write or wire for details.
FULL TIME CBS STATION
JAMES A. WAGNER Managing-Director
WTAQ
GREEN BAY • WISCONSIN

30.7%

of all Retail Sales in North Carolina take place within WSOC Coverage

Makes sale-ing easier!

WSOC
CHARLOTTE, N.C.

Supplementary to NBC Red and Blue

May Defer Music Strike Deadline

(*Continued from page 11*)

tion must give four weeks' notice in terminating its employment of a staff musician has been changed to read "reasonable notice" with the provision that controversies about the length of such notice shall be determined by the AFM board. If the union accuses the station of default the station shall have two weeks in which to rectify the default or answer the charge, and if it denies the charge an arbitration board of two men shall be set up, AFM appointing a union musician who is not a member of the local involved, and the station appointing a person engaged in broadcasting but not employed by that station. The decision of these two shall be binding on both parties.

Stating that the agreement is based on mutual good faith for the purpose of increasing employment of musicians in broadcasting, the schedule continues: "It is agreed (a) that if a substantial number of affiliate and/or any network company or corporation executing contracts in pursuance of such plan of settlement have defaulted with respect to the expenditure of their respective quotas as provided in their agreements, or (b) that if in the sole judgment of the Federation, the operation of this and other agreements with affiliate or key stations entered into pursuant to the plan of settlement fails sufficiently to carry out the purpose of the Federation to increase employment of instrumental staff musicians in the broadcasting industry, then and in its sole determination and option, the Federation shall have the right to cancel and terminate all agreements executed in pursuance of the plan of settlement by giving fourteen (14) days' notice to such effect."

Violation Claimed

Srong objections to section (b) of this clause and to the condition that "all musicians other than staff musicians employed by affiliate shall likewise be employed upon terms and conditions as agreed upon between affiliate and local union" are voiced in a telegram sent to BROADCASTING Nov. 21 over the signature "Philadelphia Broadcasters" calling these sections "in direct violation of what the IRNA convention authorized." Inquiries have failed to disclose the identities of the "Philadelphia Broadcasters". Joseph N. Weber, president of AFM, told BROADCASTING that the message could not have come from any IRNA station as all three network affiliates in Philadelphia have already approved the agreement and are now meeting with the musicians local there to work out new contracts.

Samuel R. Rosenbaum, president of WFIL, Philadelphia, and chairman of the IRNA Negotiating Committee, in a telegram to BROADCASTING Nov. 24, asserted that the "anonymous telegram purporting to come from Philadelphia Broadcasters emanated from an unauthorized and irresponsible source". The fact is, he said, that all three Philadelphia network affiliates are accepting the plan and have opened negotiations with the musicians' local.

A more serious threat to acceptance of the agreement by Dec. 1 arose at a meeting of 18 broadcasters representing 24 stations in the Pacific Northwest, held in Spokane on Nov. 13. A resolution "that we refuse to sign the union contracts in their present form" was adopted by a vote of 16 to 1, one member not voting, and a committee of five was appointed to give further study to the problem. Committee members are: H. J. Quilliam, KIRO, chairman; Louis Wasmer, KHQ-KGA; Judge John A. Kendall, representing a group of stations; O. P. Soule, KTFI-KSEI; and W. J. Mosby, KGVO. Discussion preceding the adoption of the resolution revealed that this group was unwilling to enter into any agreement that would limit its members in their choice of program material or manner of presentation or which would be in violation of the Sherman Anti-Trust Act or the present Radio Law.

Since Schedule A in its final form had not been received by these broadcasters at that time, it is possible that their objections have already been met and that their committee will now recommend the agreement's acceptance. The attorneys for the IRNA committee gave their opinion that the agreement "contains no propositions which would compel any affiliate agreeing to the terms and provisions thereof to violate any existing Federal Act or breach any existing contract."

The negotiating committee, in a lengthy letter to all stations affiliated with nationwide networks and so involved in the agreement, points out that its negotiations have accomplished the following results:

1. The threat of a nation-wide strike will be averted by your agreeing, together with all other affiliates, to spend not less than your allocated quota for staff musicians during each of the next two years.
2. The strike deadline date is now moved forward to December 1, 1937.
3. Right to use staff musicians for commercial as well as sustaining programs is assured.
4. Reasonable assurance is provided that affiliates will not be compelled to accept incompetent musicians.
5. Affiliates retain control over program material and station operations.
6. Execution of the agreement assures affiliates receipt of network services.
7. Satisfactory provision for notice of termination of employment.
8. Reasonably satisfactory clauses regarding strikes and adjustment of differences.

The letter continues: "Our position is clear. We believe a settlement of the Federation's demands is to the best interest of the broadcasting industry. We were chosen to negotiate such a settlement. We have done so. The enclosed copy of the Plan of Settlement and accompanying Schedule contain what we are satisfied is the best settlement that can be made. We recommend it to the industry."

KATE SMITH was presented the ten millionth Philco radio set Nov. 18 during her regular CBS program for General Foods. H. Pierson Mapes, vice-president of Philco Radio & Television Corp., made the award.

THE MOST POWERFUL STATION

between
St. Louis
Dallas and
Denver

Covers the Heart of the Triangle

25,000 WATTS
NATIONALLY CLEARED CHANNEL
COMPLETE NBC PROGRAM SERVICE

More population, more radio sets and more spendable income than any other Oklahoma station, with extensive coverage in Kansas, Missouri and Arkansas.

EDWARD PETRY & CO., Nat'l Representatives
New York Chicago Detroit San Francisco

KVOO
"THE VOICE OF OKLAHOMA"—TULSA

KMPC ★ ★ ★

"The Station Of The Stars"

BEVERLY HILLS, CALIFORNIA

★

HOWARD H. WILSON CO.

Station Representative

★ ★ ★

Clicking. . . .

W. R. Penny Research Corporation survey shows KMPC in 4 months has:

Increased morning audience	95%
Increased afternoon audience	600%
Increased evening audience	16%
Increased Saturday audience	64%
Increased Sunday audience	247%

Keep your eyes and ears on this fast stepping station.

CANADA POSTPONES SUNDAY DECISION

By JAMES MONTAGNES

DECISION on the main topic of the Nov. 16 meeting of the board of governors of the Canadian Broadcasting Corp. at Ottawa—a ban on Sunday commercial programs—has been delayed. According to General Manager Gladstone Murray, "consultative efforts" will be carried out with the owners of privately-owned stations across Canada in the hope of arriving at a mutual arrangement, satisfactory to the Lord's Day Alliance with respect to Sunday radio programs.

The Lord's Day Alliance of Canada asked the board of governors at the Nov. 16 meeting (1) that professional and commercial sports be banned from the air on Sundays at any time throughout the year; (2) that all spot advertising and sales talks be eliminated from Sunday broadcasts in connection with commercial advertising programs, which would confine all commercial broadcasts on the Sabbath to some such statement as "this program is sponsored by"; (3) that programs "which are out of harmony with the spirit and ideals of our Canadian Sunday, such as the cheaper jazz music programs and vaudeville programs" be restricted.

It is not expected however that much will be done about the request in actual practice, as there are few sports broadcasts of any nature on the air on Sundays over Canadian stations, and the CBC cannot stop listeners from tuning in to American stations carrying commercial programs on Sunday. It is expected, however, that the "consultative efforts" of Gladstone Murray with the privately-owned stations will tend to curb somewhat overlong sales talks.

Dafoe on Social Diseases

DR. ALLAN ROY DAFOE, sponsored on CBS by Lehn & Fink Products Co., New York (Lysol), on Nov. 26 devoted his broadcast period to a discussion of social diseases. Dr. Dafoe is heard three days a week from 4:45 to 5 p. m. He praised the courageous people who are working to bring the vital problem to the light, and recommended that every child be given a blood test. Agency is Lennen & Mitchell Inc., New York.

Lutherans Add 13

LUTHERAN Laymen's League, St. Louis, has added 13 more Don Lee stations on the West Coast to the *Lutheran Hour* network, bringing the number of stations to 59, according to Kelly, Stuhlman & Zahrndt, St. Louis, handling the account for the third season. Stations are KVOS KOL KXRO KMO KGY KPQ KIT KALE KSIM KORE KRNR KIEM KQW.

Gulden's Adds Two

CHARLES GULDEN Inc., New York (mustard), on Jan. 4 will start *Gulden's Melodeers* on WJZ, New York, Tuesdays and Thursdays, from 6:35-6:45 p. m., and a quarter-hour broadcast of records on WGY, Schenectady, to run 13 weeks, also Tuesdays and Thursdays. Company also has a program of records on WEEI, Boston. Agency is Charles W. Hoyt Co., New York.

Lure of Dollars

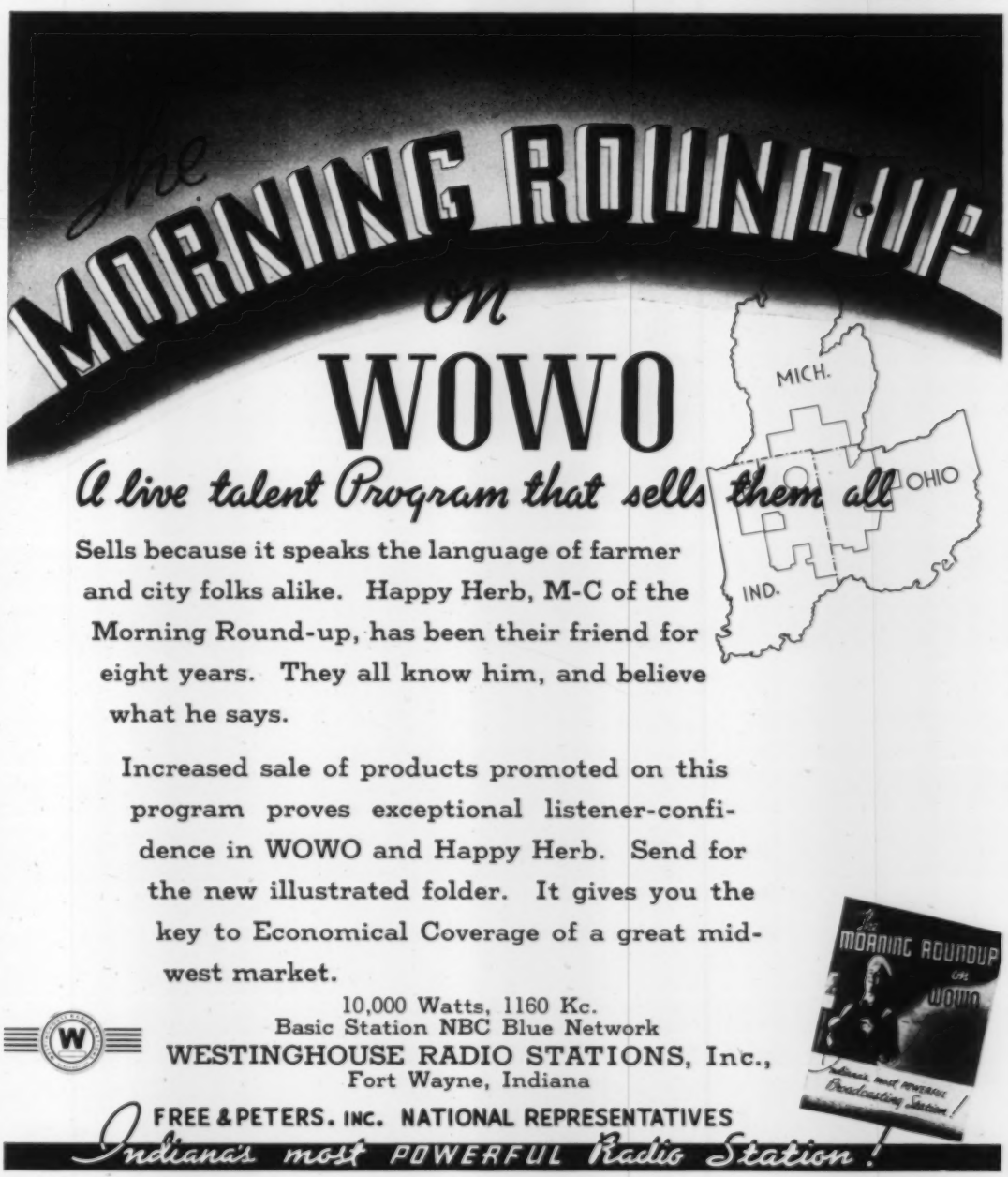
BILL WEST, manager of WTMV, St. Louis, is using pocketbook appeal to obtain sponsors and program ideas. To the wife of each salesman he recently sent a letter listing six available programs along with the commission her husband could make by landing a sponsor for each. Total monthly commission on the six programs would amount to $473.03, he reminded. Announcers, writers, actors and newsmen will be given extra money for ideas.

CKY, Winnipeg, most powerful station in western Canada with 15 kilowatts, has been transferred from 960 to 910 kc., a Canadian exclusive channel, which it is expected will also be used by CBF, Montreal's new 50,000 watt station when it opens in December.

Market Series

ASSOCIATED MARKETS of Chicago (meat markets), on Nov. 22 started a half-hour daily except Sunday program on WIND, Gary, with WTMJ, Milwaukee, and WTAM, Cleveland, scheduled to start similar programs shortly. Beaumont & Hohman Inc., Chicago, is agency.

GET YOUR SHARE
of
$20,000,000 Increase
Arkansas Business
27% Increase Cash Receipts
Arkansas Farms
via
KTHS
10,000 Watts NBC
HOT SPRINGS, ARK.


The MORNING ROUND-UP on WOWO
A live talent Program that sells them all
MICH.
OHIO
IND.
Sells because it speaks the language of farmer and city folks alike. Happy Herb, M-C of the Morning Round-up, has been their friend for eight years. They all know him, and believe what he says.
Increased sale of products promoted on this program proves exceptional listener-confidence in WOWO and Happy Herb. Send for the new illustrated folder. It gives you the key to Economical Coverage of a great mid-west market.
10,000 Watts, 1160 Kc.
Basic Station NBC Blue Network
WESTINGHOUSE RADIO STATIONS, Inc.,
Fort Wayne, Indiana
FREE & PETERS, INC. NATIONAL REPRESENTATIVES
Indiana's most POWERFUL Radio Station!

The MILWAUKEE JOURNAL STATION WTMJ

KNX *fills* SOUTHER

Leading American manufacturers of food products have chosen KNX to help sell their wares in the rich Southern California market. Shown here are only those foods and beverages which are currently advertised on KNX. And when they are advertised on KNX it means they are also being *featured* in hundreds of grocery stores and super-markets throughout Southern California, for wise storekeepers in this territory like to push KNX-advertised items. They *know* these products move quickly. In KNX's primary *daytime* listening area live 3,322,600 people. Annually they buy $303,617,000 worth of food products from 14,461 food stores . . . In KNX's primary *evening* listening area are many more people; 7,069,700 in all. The U. S. Census figures say their annual food purchases amount to $571,231,000 . . . That's a whale of an appetite, and it's growing every year. May we explain how to get your product on more Southern California pantry shelves?

XUM

R CALIFORNIA PANTRY SHELVES

Equally impressive is the array of soaps and cleansers, drugs and cosmetics, tobacco products and confections, advertised on KNX. Revised lists of all advertised items are sent regularly by KNX to the drug and grocery trade. Would you care to have a copy?

50,000 WATTS
Owned and operated by the
COLUMBIA
BROADCASTING SYSTEM

Represented nationally by RADIO SALES:
NEW YORK • CHICAGO • DETROIT
LOS ANGELES • SAN FRANCISCO

KNX
LOS ANGELES

XUM

G-E Radio Plans

GENERAL ELECTRIC Co., Schenectady, which recently announced it would spend $4,000,000 for advertising and sales promotion next year, plans to continue the NBC-Red *Hour of Charm* series and cooperative advertising of receiving sets. Plans are still in the formative stage and no other radio advertising has been scheduled at this time. Maxon Inc., New York, is agency for the network series.

100-Watt Coverage

THE play-by-play eyewitness account of a football game in Santa Barbara, Cal., between Santa Barbara State and El Paso, was heard by P. M. McTavish, a Santa Barbara resident, by tuning to KTSM, El Paso. 1,000 miles away. KTSM is a hundred watter on 1310 kc. The vocal account thus traveled 2,000 miles, although McTavish could hear yells from the stadium less than a mile away.

Seal-Tite Buys Time

SEAL-TITE PRODUCTS Co., Los Angeles, to introduce Intra-Kleen, a new liquid paint cleaner, to the consumer market, on Nov. 15 started a 52-week participation, five times weekly, in the *Eddie Albright* philosophical program on KNX, Hollywood, its first advertising in any media. Coverage is soon to include other western stations. Firm also manufactures and distributes Seal-Tite Bakelite, a surfacing material and is planning a radio campaign after Jan. 1 which will include daily participation in the five-weekly *Fletcher Wiley's Housewives Protective League* on KNX. Agency is Ivar F. Wallin Jr. & Staff, Los Angeles.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg. Wash., D. C.

McNARY and CHAMBERS
Radio Engineers
National Press Bldg. Nat. 4048
Washington, D. C.

There is no substitute for experience

GLENN D. GILLETT
Consulting Radio Engineer
982 National Press Bldg.
Washington, D. C.

GODLEY & BROWN
Consulting Radio Engineers
Phone: Montclair (N. J.) 2-7859

JOHN BARRON
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone NAtional 7757

PAGE & DAVIS
Consulting Radio Engineers
Munsey Bldg. — Washington, D. C. — District 8456
Field Office — Evanston, Ill. — University 1419

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

HERBERT L. WILSON
Consulting Radio Engineer
Design of Directional Antennas and Antenna Phasing Equipment, Field Strength Surveys, Station Location Surveys.
260 E. 161st St. NEW YORK CITY

A. EARL CULLUM, JR.
Consulting Radio Engineer
2935 North Henderson Avenue
Telephones 3-6039 and 5-2945
DALLAS, TEXAS

ROBERT S. RAINS AND COMPANY
Special Consultants
Accounting, Taxes and Engineering
Munsey Building—Washington, D. C.
Telephone: Metropolitan 2430
Robert S. Rains
Former Special Consultant
Federal Communications Commission

38 YEARS PROFESSIONAL EXPERIENCE
APPLEBY & APPLEBY
RADIO ENGINEERS
JASPER & WINCHESTER AVES.
ATLANTIC CITY, N. J.
Lieut. Comdr. Thomas Appleby, U.S.N.R.
President and Chief Engineer

Religious Spots

EDWARD J. O'TOOLE Co., New York (religious articles), will use spot announcements on about 10 stations in its pre-Christmas campaign. WINS, New York, on Nov. 15 started broadcasting one announcement weekly. Agency is Niles-Richman Co., New York.

CLASSIFIED ADVERTISEMENTS

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Minimum charge $1.00. Payable in advance. Forms close 25th and 10th of month preceding issues.

Help Wanted

Manager wanted for 100 watt station. Must have experience and be able to furnish good references. Excellent opportunity for right man. Give complete information in first letter. Box 815, BROADCASTING.

Announcers for small stations in smaller cities. State experience and acceptable salary in application. Box 811, BROADCASTING.

Two engineers for 100 watt station in smaller city. State experience and acceptable wages in application. Box 810, BROADCASTING.

Situations Wanted

Engineer—Experienced all phases of broadcast transmission. Qualified to erect new station or operate and maintain established station. Box 813, BROADCASTING.

Inexperienced operator. First class radiotelephone and second class radiotelegraph license. Practical electrician. Box 819, BROADCASTING.

Announcer and Licensed Operator with some experience desires new connection. Voice Recording on request. Box 820, BROADCASTING.

Engineer—RCA Graduate. Have first class telephone license—no station experience. Willing to start work for small but progressive station at nominal salary. Best of references. Box 817, BROADCASTING.

Engineer: 1st class radio telephone operator; young, unmarried, energetic. Also can double in announcing. Salary secondary to good opportunity. Go anywhere. Furnish references. Box 808, BROADCASTING.

Experienced operator, first class telephone license, CREI resident graduate, six months Bendix Radio Corp. engineering department. Excellent references. Box 814 BROADCASTING.

Broadcast Engineer, both licenses. Several years experience including transradio. Chief engineer one year. Can supervise, maintain, and operate. Best references. Box 821, BROADCASTING.

Situations Wanted (Con'td.)

Licensed 1st class telephone operator and announcer, 25, married, sober and reliable. South or West. Box 779, BROADCASTING.

Announcer—Program Director: 4 years New York experience, desires connection growing station, anywhere. Young. Hard worker. References. $30. Box 822, BROADCASTING.

Announcer, varied experience including major network. Also do continuity, production, and control work. Now employed, but desire change. Prefer West or South. Please state compensation. All reasonable offers considered. Box 818, BROADCASTING.

Able American announcer, thirty, seeks good connection. Outstanding radio voice, fine appearance. Skilled newspaper writer, eight years training radio speaking, politics, theatrical press agency. Skilled handler of people, highly referenced. Here's a legally educated showman who is a talented general announcer. Seeks reasonable salary, ample opportunity. Box 809, BROADCASTING.

Broadcast engineer and licensed operator seeking permanent position with established station. 13 years experience in design, building, and operation of all types of equipment used in radio, recording, reproducing, high fidelity transmission, studio and outside pickup. Willing to move anywhere. Best of references, including nine years at WE station. No union affiliations. Salary reasonable. Box 812, BROADCASTING.

For Sale—Equipment

FOR SALE: Two used RCA 40C Amplifiers, complete with tubes. Box 816, BROADCASTING.

For Rent—Equipment

Approved equipment, RCA TMV-75-B field strength measuring unit (new), direct reading; Estiline Angus Automatic Recorder for fading on distant stations; G. R. radio frequency bridge; radio oscillators, etc. Reasonable rental. Allied Research Laboratories, 260 East 161st Street, New York City.

RCA — WORLD WIDE WIRELESS

FREQUENCY MEASURING SERVICE

Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.

MEASUREMENTS WHEN YOU NEED THEM MOST
at any hour every day in the year
R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SERVICE
66 BROAD STREET NEW YORK, N. Y.

Write or Telephone for

A SQUARE DEAL IN MEASUREMENTS

- 24 Hour Service
- Broadcast Frequency Measurements guaranteed accurate within ¼ cycle
- All latest type General Radio equipment mounted on floating concrete base
- Primary and Secondary Standards
- Accurate 365 days each year
- You don't have to sign contracts to do business with us

DONNELLEY MONITORING SERVICE
Phone Lake Bluff 546
Donnelley & Sheridan Rds. Lake Bluff, Ill.

P & G Plans Programs For Contract With CBS

PROCTER & GAMBLE Co.'s contract for 20 quarter-hours weekly [BROADCASTING, Nov. 15] on CBS will take six programs from NBC on Jan. 3. In those cases where a program is heard twice daily, on both NBC networks, it is impossible to say which spot will be vacated, inasmuch as NBC has not yet received cancellation orders. *The Goldbergs*, for Oxydol, now on the Red network, will be heard on WABC-CBS from 2:15 to 2:30 p. m.; *Oxydol's Own Ma Perkins*, on both NBC networks, is scheduled for 10:45 to 11 a. m. on WBBM-CBS, at the same time that *The O'Neills* is on WABC-CBS for Ivory. Latter program is now on both the Red and Blue networks.

Guiding Light, now on the Red, will be heard from 4:30 to 4:45 p. m. for White Naphtha soap; *Road of Life*, broadcast twice daily on NBC for Chipso, will take the 9:30-9:45 a. m. spot on CBS; and *Kitty Keene*, on NBC-Red for Dreft, goes to WBBM-CBS at 2:15-2:30 p. m., same hour as *Goldbergs* in the East. All are scheduled for Mondays through Fridays. Agencies are Compton Adv. Inc. for Ivory and Naphtha; Pedlar & Ryan Inc. for Chipso, and Blackett-Sample-Hummert Inc. for Oxydol and Dreft.

CHICAGO Institute of Diesel Engineering, Chicago, according to R. L. Toles, general manager of the firm, is planning a nationwide radio program. Spot announcements and short talks will carry the substance of the schedule. Brace Beemer, Detroit, is agency, with Bromley House, account executive.

PREVIEWS—For the antenna dedication ceremonies of KDKA, Pittsburgh, were given recently for some 500 Pittsburgh businessmen and advertising executives who viewed the new 718-spire and heard special programs. They were entertained in a large tent at the antenna base. A thousand visitors were entertained the next day.

P & G in Dominion

PROCTER & GAMBLE Co., Cincinnati (Kirk's Castile Soap), on November 23 started two weekly quarter-hour periods on 6 Canadian stations. P & G, for its White Naptha soap has been sponsoring *P & G Rangers* transcriptions Monday, Wednesday and Friday and the two additional periods give the firm a strip across the board. Of the six Canadian stations, CFRB, Toronto, CJRC, Winnipeg, CFCN, Calgary, and CFQC, Saskatoon, are represented by Joseph Hershey McGillvra with CKCK, Regina, and CJCA, Edmonton, represented by Weed & Co. H. W. Kastor & Sons Adv. Co., Chicago, is agency for Kirk's Castile Soap with Compton Adv., New York, handling P & G White Naptha.

Bocalav Plans Radio

BOCALAV Co., New York (mouth wash), plans to use radio after the first of the year, starting with one local station. Agency is Lawrence C. Gumbinner Adv. Agency, New York.

More Parkay Cut-Ins

KRAFT-PHENIX CHEESE Corp., Chicago, which has recently placed its new oleomargarine, Parkay, on the market, on Nov. 25 added 20 other stations to the dozen already cutting-in on the NBC *Kraft Music Hall* program with local commercials for Parkay. In addition to the 12 reported in BROADCASTING Oct. 15, new stations are: WTIC WDEL WNAC WCSH WTAG WWJ WGY WJAR WMBG WBAP KPRC WOAI KTHS KTBS WTAR KOA KFI KPO KTAR KGW. J. Walter Thompson Co., Chicago, is the agency for Kraft, with Needham, Louis & Brorby Inc., Chicago, handling Parkay. In the Christmas eve show of the *Kraft Music Hall* to be broadcast Dec. 23, there will be little or no commercial talk and all cut-ins will be eliminated. A kraft chorus composed of Kraft employes in Chicago, will be piped in from Chicago broadcasting Xmas carols.

WLBC TEST the typical American City
MIDDLETOWN
MUNCIE, INDIANA
THE TEST TUBE STATION OF THE NATION

Too Late To Classify

Help Wanted

Excellent opportunity for radio time salesman to make good income. Must have at least three years experience, preferably some network, good personality, showmanship, creative ability. Age between 27 and 40. Box 826, BROADCASTING.

Situations Wanted

Commercial man, long productive record in sales, sales management, sales promotion, production and agency contacts. Can produce immediate results, will work on a basis to mutual satisfaction. Box 827, BROADCASTING.

Salesman—12 years radio experience all branches. Desires change January 1st as sales manager with live wire stations. Will furnish sales records showing top sales for past three years averaging 50,000 per year. 40 years old. Married. Will consider bona-fide offers. Arrange interview. Box 825, BROADCASTING.

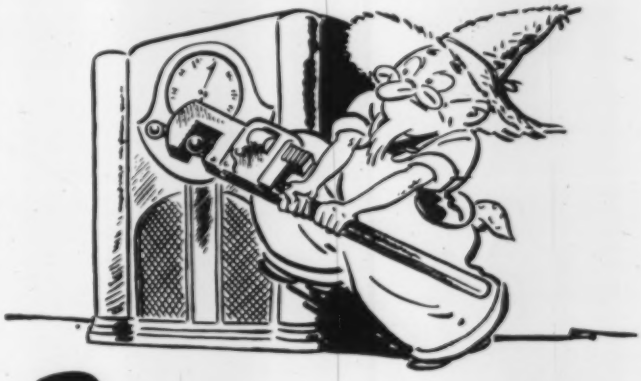
Wanted to Buy

Manager with proven record will purchase all, part interest or lease station. Box 824, BROADCASTING.

KFPY—Spokane
KGIR—Butte
KPFA—Helena
KRSC—Seattle
KXL—Portland
Five favorite stations available with a single contract.

• Are your SOUND EFFECTS up to Standard?
A complete, quality catalog of unsurpassed sound effect discs, flawlessly recorded from life and released on quiet, unbreakable Victrolac pressings. Preferred by leading networks and stations throughout the world. Write for catalog.
Standard Radio
100 N. Michigan Avenue, CHICAGO

USE WREC Memphis' 1ST STATION
COLUMBIA NETWORK • 600KC
1,000 WATTS NIGHT — 5,000 WATTS DAY



BEEN THERE SO DURN LONG I CAN'T TURN IT!

Maybe it's hard to believe, but it's a fact that here in our prosperous Red River Valley, thousands of radio sets are left tuned to WDAY month in and month out!

WHY? Partly because WDAY is the only N. B. C. station—and the ONLY chain station—serving this section!

Nowhere else can you find such a favorable set-up today . . . May we tell you more?

WDAY, INC.
N. B. C.
Affiliated with the Fargo Forum
FREE and PETERS, INC. NATIONAL REPRESENTATIVES
FARGO N. D.
940 KILOCYCLES
5000 WATTS DAY
1000 WATTS NIGHT

Apex Distance Record

THE THEORY that ultra-short wave or "apex" broadcast transmitters carry only a few miles, and that their coverage is purely local, again is blasted with a report that W2XOY, new General Electric apex station in Albany, N. Y., had been picked up 2,000 miles away—in Phoenix, Ariz. This was the first letter received by the station reporting reception. The station operates on 41,000 kc. with 150 watts, and is designed to transmit signals primarily in the Albany and Schenectady areas, within a 20-mile radius from the transmitter.

OSHKOSH OVERALL Co., Oshkosh, Wis. (Oshkosh B'Gosh overalls) the first of January will start five weekly quarter-hour transcriptions, *Lem & Martha*, on 15 stations. Program is currently running on WHO, Des Moines. Discs cut by RCA-Chicago, will be spotted either at an early morning or early evening period according to Ros Metzger, radio director of Ruthrauff & Ryan, Chicago, agency handling the account.

a Leader

Astatic Acorn Model T-3 Microphone, with directional and non-directional characteristics, the hit of the year. Write for Literature

ASTATIC MICROPHONE LABORATORY, Inc.
Dept. O-3 Youngstown, Ohio
Licensed Under Brush Development Co. Patents

ASTATIC

Twiced Moved

NINE WEEKS on the air with an all time high in sales following each broadcast and two necessary changes to larger locations due to increase in business is the story of Trippett's Pied Piper Shoe Store, Tulsa. The store sponsors a 15-minute children's amateur program on KTUL Saturdays, 9:15 a. m., and it has been so popular that it has created an increased interest in health shoes for children throughout Tulsa.

DISC REGULATIONS REVISED IN CANADA

NEW regulations of the Canadian Broadcasting Corp. eliminate transcriptions between 7:30-11 p. m. except with written permission, starting Nov. 1. In a circular letter released by General Manager Gladstone Murray, 35 stations in smaller centers of the Dominion are allowed one hour of transmissions between 7:30-11 p. m. and 17 stations, including one CBC station, are allowed one-half hour of transcriptions between those hours, with no date limitations.

Only stations which must strictly adhere to the "no transcriptions" rule are in Montreal, Ottawa, Toronto, Winnipeg and Vancouver. The smaller stations in these cities are appealing to the board of governors at their Nov. 16 meeting in Ottawa on the ground that live talent costs have gone up with this new regulation in those five cities.

All guessing games and programs which can be interpreted as games of chance or lotteries have gone off the Canadian air, on receipt by stations of a notice from the CBC that such programs are not allowed under the Canadian Criminal Code. The circular from CBC states that any person involved in such programs including sponsor and manager of station, are liable to prosecution under the Criminal Code and Radio Act regulations. The question is being studied from its legal aspects as a number of games of the bingo variety and amateur shows where the winning depended on a drawing by picked listeners have been sponsored by commercial firms. Meanwhile the stations have pulled the programs off schedule and a test case program may be arranged when all the legal angles have been studied.

EFFECTS—From $16,000 worth of new sound equipment, Alfred Span is supplying background for 16 CBS shows originating in Hollywood. Recently transferred from New York, Mr. Span has introduced a number of new effects. Here he is at the thunder screen.

New Pillsbury Show

PILLSBURY FLOUR MILLS Co., Minneapolis, in early January plans to replace its NBC show, *Today's Children*, with a new script by the same author, Irna Phillips, entitled *Women in White*. Latter show is being produced by new Chicago firm, Carl Wester & Co. Agency is Hutchins Adv. Co., Minneapolis.

THE *St. Louis Star-Times*, holder of a construction permit for a new 1,000-watt broadcasting station on 1250 kc. in St. Louis, erection of which has been delayed by litigation, has applied to the FCC for authority to erect a 100-watt facsimile station to operate on the ultra-shortwaves.

DELAY IN NEBRASKA IS GRANTED ASCAP

A TEMPORARY injunction restraining the State of Nebraska from enforcing the provisions of its far-reaching copyright law was granted Nov. 13 by the U. S. District Court. ASCAP attorneys filed suit Sept. 11, alleging that enforcement of the Nebraska act would violate rights granted to ASCAP by the Federal Copyright Act and Section 8 of Article 1 of the Constitution. It was further alleged that the Nebraska law impaired the terms of existing ASCAP contracts. The injunction is only a temporary restraining order and the state will have 30 days to answer.

The Federal court, sitting in equity, ruled that if the Nebraska law were enforced the plaintiffs would be irreparably damaged and that they had no remedy at law. The practical effect of the ruling, according to E. C. Mills, chairman of the ASCAP administrative committee, is to suspend the operation of the State law pending the final decision and should the act be declared unconstitutional, ASCAP fees will be payable from the date of the Nov. 13 injunction. The usual procedure, however, is for the court to rule on the status of the contracts at the time it hands down its decision and contracts may or may not be reinstated as of the injunction date.

ASCAP filed for an injunction in Montana April 24 and in Washington June 29, but to date no decision has been given. According to Mr. Mills, suits will be filed in Florida and Tennessee within the near future.

Hyde Park Schedules

HYDE PARK BREWING Co., St. Louis, has started programs on four Missouri stations, using weekly *Half Hour Serenade* on KMOX; Franz Laux news, six times a week, on KMOX; MBS *George Jessel* program on KWK, Sunday half-hour; Johnny O'Hara sports, six weekly, and Ray Schmidt's news, six weekly, on KWK; blanket control of WIL sport events; six-weekly quarter-hour news on KFRU. Ruthrauff & Ryan Inc., Chicago, is agency.

Heinz Adds Warnow

H. J. HEINZ Co., Pittsburgh (57 Varieties), on Dec. 2 will add a new afternoon edition of *Magazine of the Air* on CBS, presenting Mark Warnow's orchestra and chorus, David Ross as editor, Channing Pollock, playwright, in a series of talks, "The Art of Living," and Bill Adams as food editor. Maxon Inc., Detroit, is agency.

PERFECT *Reception, too,*

WOKO

FOR YOUR SALES MESSAGE

★ Up to the split-second (as always), WOKO today announces installation of a perfected Collins Transmitter and complete new highest-fidelity Amplification. WOKO, centering the rich Capital District, has had *the* perfect market; now it gives you, too, the perfect assurance of power and clarity in telling your story . . . tomorrow's best in equipment for TODAY'S SELLING JOB.

In the Heart of "The State That Has Everything"

HAROLD E. SMITH, *General Manager*

STATION W·O·K·O ALBANY, N.Y.

(U.P.)

THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

UNITED PRESS

LIVE TODAY
IN THE FASHION OF TOMORROW

HOTEL SHERMAN

1700 ROOMS 1700 BATHS

CHICAGO

SALES
at a
PROFIT

WAIR advertisers demand and get profitable results. Let WAIR tell your story, too.

WAIR
Winston-Salem, North Carolina

WEBC
Tells Your Story In
AMERICA'S SECOND PORT
DULUTH & SUPERIOR
And on the
IRON RANGE IT'S
WMFG
HIBBING
WHLB
VIRGINIA

Three-Year Extension Of Its Lease on WMAL Is Negotiated by NBC

A THREE-YEAR extension of its lease of WMAL, Washington, NBC-Blue outlet, has been effected by NBC, dating from Feb 1., 1938, and insuring operation of the station under NBC management until 1941.

NBC has operated the station under lease for the last five years, at an annual rental of $36,000, including WMAL studios. The three-year extension is for $38,000. The arrangements were consummated with the heirs of the estate of M. A. Leese, founder and owner of the station.

Several years ago Hearst Radio Inc. entered into a contract to purchase WMAL for $265,000, which contract subsequently was held invalid by the local courts. Hearst Radio sued for specific performance of the contract but the courts held that it had not been fully consummated and that therefore the heirs to the Leese estate had the right to reject it. The station operates on the 630 kc. channel with 250 watts night and 500 watts day.

USE
WREC
Memphis'
1ST STATION
COLUMBIA NETWORK • 600 KC
1,000 WATTS NIGHT — 5,000 WATTS DAY

Wayne U Forms Guild To Merge Radio Activity

WAYNE UNIVERSITY, Detroit, has established a Broadcasting Guild for the purpose of correlating the school's radio programs and courses of instruction in radio. Headed by Garnet Garrison, who is director of radio at Wayne U and has charge of its five radio courses, the Guild lists as its objectives the training of students in the technique of broadcasting by providing laboratory work in planning, arranging, writing and producing programs; the cooperation of stations with the municipal university for the betterment of educational programs and the development of facilities for graduate work in broadcasting. The Guild is auditioning students who will originate, write and produce several broadcasts each week on Detroit stations. The college will continue its school of the air called *The Contemporary Scene* on WXYZ.

A round table discussion of techniques in teaching appreciation of radio programs was held in Detroit Oct. 30 under auspices of the Guild with the various grades of the city's educational system represented by teachers and professors. Frank Ryan, manager of CKLW, represented the commercial side of radio in the discussion.

ASSOCIATED Retailers of St. Louis joined Nov. 19 for a half-hour early evening program produced by Frank Eschen, program director of KSD, which was fed to all other local stations—WIL, WEW, KWK and KMOX.

A fact re
Every Client of This CBS Outlet Benefits From
Merchandised Broadcasting
WBNS
COLUMBUS

Local Flavor
Means Local Favor!
In Baltimore, it's
WFBR
NATIONAL REPRESENTATIVES
EDWARD PETRY & CO.

BROADCASTING IN CANADA

CBC NATIONAL NETWORK COVERING CANADA
FROM COAST TO COAST IS NOW AVAILABLE TO SPONSORS

• THE FIVE REGIONAL NETWORK DIVISIONS OF THE NATIONAL ARE:
British Columbia—The Prairie Provinces—Ontario
Quebec—The Maritime Provinces

• NEW LINKS IN THE NETWORK ARE:
CBL Toronto, Ontario 50,000 WATTS
CBF Montreal, Quebec 50,000 WATTS

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NETWORK RATES AND FACILITIES APPLY

CANADIAN BROADCASTING CORPORATION
Commercial Department
1 HAYTER STREET, TORONTO, ONTARIO
1231 ST. CATHARINES ST. W., MONTREAL, QUEBEC

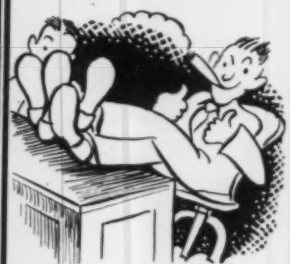
Radio Party Plans

THE International Radio Party, which goes into its eighth annual celebration, will include Miami and Cuba this year. It will convene in Miami Dec. 4 at the Macfadden-Deauville Hotel and remain there until Dec. 7 as the guests of Bernarr Macfadden, publisher. The party will carry on Dec. 8 through 12 in Havana at the Sevilla-Biltmore. The Cuban Tourist Commission will be host. Jack Rice, president of the Club, is handling arrangements and is headquartering at 1700 County Court House, Miami.

More than 100 reservations have been made for the Havana meeting. Four special programs will be rebroadcast by WLW during the Havana visit of the Club, including an interview with President Laredo Bru of Cuba, conducted by Joseph Ries, WLW educational director, on Dec. 10.

WAGA Safe Rifled

BURGLARS broke into the offices of WAGA, Atlanta, on Nov. 19 and rifled the safe of $2,035 in cash and checks. The station managed and operated by the *Atlanta Journal*, recently was removed from Athens, Ga., and became an NBC-Blue outlet.



LOCAL BOYS MAKE GOOD!

The money of Hartford merchants and Jobbers goes where they will find most of their customers, —where today's advertising investment increases tomorrow's sales.
They know WDRC is the ONLY Columbia Net Work Station in Connecticut. They know WDRC's programs are as much a part of the local picture as Hartford itself. . . . . pretty sound reasons why national advertisers should check closely on how the money is being spent in Hartford.

CRAIG & HOLLINGBERY, Inc.
National Representatives

WDRC
"THE ADVERTISING TEST STATION IN THE ADVERTISING TEST CITY"
HARTFORD, CONN.

Havana Focuses on Clear Channels

(*Continued from page 9*)

broadcasting channels, the nations in subcommittee have assented to a virtual united front at the International Telecommunications Conference to be held in Cairo next February.

The subcommittee A of the technical committee, dealing with broadcast allocations for the Americas other than the conventional broadcast band 550 to 1600 kc. has completed its work. On use of high frequencies for broadcasting, Colombia presented its need for frequencies above 4,000 kc., for national broadcasting in tropical countries.

A Colombian proposal finally was approved, not as an agreement but simply accepted for study between now and the Cairo conference which in substance proposes a band of 300 kc. between 4500 and 5200 kc. for broadcasting. The result was simply that the countries would study the proposal between now and the Cairo conference.

Other proposals of the United States for use of ultra-high frequencies for various services including broadcast allocations in the band 6,000 to 25,000 kc. were approved. On motion of FCC Acting Chief Engineer E. K. Jett, the assignment of the 25,000 to 27,000 kc. band for broadcasting (apex channels) was approved as a proposition to be submitted to the Cairo conference. This band is looked upon ultimately as the haven for local broadcast stations with limited range.

Television Bands

Television came in for a share of discussion, with Commissioner Craven explaining in detail why television assignments in the ultra high range had been scattered, through assignment of the band 56,000 to 60,000 to amateurs. He said that at first it would seem most logical from an engineering standpoint to have all the television bands together. But, he added, because television stations in themselves take so much space in the ether, putting together all of the television in one space would completely prohibit other services from using that space by reason of the mutual interference between the services.

Discussing the 30,000 to 300,000 kc. range, Mr. Craven declared it presents one of the outlets of the future for relief of congestion now existing in the normal bands, and more important, experience has proved that it is best for television.

"Also in these bands there is a development in respect to broadcast of the normal type which, insofar as we can see, gives the possibility of having high fidelity service at distances greater than some of the broadcast stations of today." After this discussion, the table of ultra high allocations presented by the United States was unanimously accepted in principle as a guide.

Interference to high frequency reception caused by diathermy machines, which use ultra high frequencies became a committee topic. The U. S. proposal that practitioners using such machines confine them to 12, 25 and 50 megacycles, was adopted.

Wholly outside the subject of Inter-American allocations, was an under-the-surface conflict, between American and German business interests having to do with the sale of apparatus in the South American nations. Germany has been cultivating that business for many years, and for economic as well as political reasons, directing many of its short-wave broadcasts to the Latin and South American nations.

Cuban Interferences

During the conference, American delegates and observers have had an opportunity to see what is threatened in the future if some agreement is not reached. The air is full of rumors as to new stations in Cuba and increases in power for existing stations.

On Nov. 22 a change became effective which threatens new interference to at least three U. S. clear channels. A Cuban station of about 1,500 watts began operations on 710 kc. about three weeks ago. Jack Poppele, chief engineer of WOR assigned to that channel, immediately made a trip to Havana and as a result, the station shifted to 750 kc., replacing one of smaller power which shifted to another frequency. This meant possible interference to WJR, Detroit. A by-product of this was the shift of a station previously on 730 to 720 kc. with 1,000 watts, causing interference to WGN. On the same day —Nov. 22—room was made for a new 5,000-watt station to go on 800 or "805 kc." a mid-channel, thus threatening interference to WFAA-WBAP.

It was reported that shortly a law will be proposed forbidding power above 20,000 watts in Cuba because so many stations are considering installing higher power up to 50,000 watts.

The most serious clear channel interference situation, of course, is that of Mexican border stations. This problem is being considered at the conference, but all details as to results are lacking at this time.

American CCIR

Creation of an American C. C. I. R., or a cooperative technical committee to meet every two years to exchange technical information, moved a step closer to accomplishment during the last week. It will probably be called the Office of International Communications. The organization, under the pending proposal would have a permanent secretariat in one of the countries for a period of five years, presumably Havana. Companies, associations and private radio orgnizations would be entitled to participate. Its activity would be of an advisory character and its purpose primarily to promote technical progress among member nations.

Considerable progress also is being made in putting the so-called press proposals in suitable form and it seems virtually certain that a resolution will be adopted which recommends that the interchange of news between the American nations be encouraged for the sake of good will and mutual understanding it creates, that the multi-directional advantages of radio and the economies resulting therefrom be given full opportunity; that the countries resist any endeavor to handicap the economic advantage of such use of radio through tariffs or restrictions that stand in the way (that is word count as against time basis for charges); that the use of devices to insure secrecy of press in such service be encouraged, and that news be considered to include not only news sent to newspapers but also to other outlets for dissemination to the public, such as by broadcast, news reels, printer services and the like. The resolution of course, will be devoted mainly to radio multiple destination services.

As She is Spoke

HAVANA, Nov. 26.—Difficulties of translation arising in the Inter-American Radio Conference here were nicely illustrated by the fate met by the definition of a clear channel (canals despayados) which have been carefully worked out in the preliminary sessions in Washington. After going through the wringer of translation from Spanish and then back again into English it had become as follows, as reported in the official minutes of the technical subcommittee on broadcasting:

"A clear channel is one on which the predominant stations render service from wide areas and which are clear of objectionable interference, *free from primary service areas* and from all areas of substantial operation of the secondary service.

WWNC
ASHEVILLE, N. C.
Full Time NBC Affiliate
1,000 Watts

The Only Blanket Radio Coverage of Prosperous Western North Carolina

"The Quality Market of The Southeast"

Sure Places Spots

SURE LABORATORIES, Chicago (breath purifier), will start three daily minute announcements on WCKY, Cincinnati, Dec. 6 with other stations to be added after the first of the year. The following schedules have been started on four other stations: 28 weekly announcements, WMCA; 21 weekly announcements, WHK-WCLE; 14 weekly announcements on WIP; and 21 weekly announcements on WIRE. Free bottles of Sure are offered in the commercials with listeners writing in receiving a certificate redeemable at full value at any store handling Sure. Dealers get full credit on all certificates redeemed. Kirtland-Engel Co., Chicago, has recently been appointed agency, with Milton Mendelsohn, account executive.

AFRA Claims Most Artists In Key Cities on Its Rolls

No Ban Imposed on Free Appearances on Radio, Says Mrs. Holt; ARTA Claims More Affiliations

THE AMERICAN Federation of Radio Artists has not presented any demands to radio producers or stations and does not contemplate doing so for some time, Emily Holt, national executive secretary, told several hundred Los Angeles county members when she addressed them at a mass meeting in Hollywood Nov. 23.

Correcting reports that AFRA had imposed a ban on free radio appearances, Mrs. Holt said this is a problem that may be dealt with eventually, but that no action can be taken until the entire situation is charted. AFRA will be the collective bargaining agent for the artists of the industry, but since free appearances at present hit mostly the higher salaried entertainers, their grievances can wait until more data has been collected and a platform presented that will equally benefit the lesser paid workers, she explained

Between 70 and 90% of the radio artists in the key cities have already been signed, Mrs. Holt said, giving the organization sufficient strength to act when necessary. Unless a sound working agreement is presented to start with, the most efficient protection will not be afforded. In line with this, "AFRA shop" rather than closed shop, will probably be one of the first points of negotiations. A large number of producers and stations throughout the country have already shown a willingness to cooperate, even to the extent of instituting AFRA shop before being asked, and no difficulty is anticipated in arriving at a final working pact.

Mrs. Holt who came to Los Angeles from New York primarily to confer with national board members of AFRA on the west coast urged that members be patient. "Now that we have declared our organization the bargaining representative for radio performers, we soon will be ready to start negotiations", she said.

Sign in Oklahoma City

Two Hearst stations, KOMA, Oklahoma City, and KEHE, Los Angeles, have signed contracts with the American Radio Telegraphists Association, CIO communications union. The KOMA contract, signed Nov. 20 by Elliott Roosevelt, vice-president of Hearst Radio, for the station and J. B. Harriss for the union, calls for a completely closed shop for technicians and announcers, with salary increases ranging from 15% to 71% for engineers and 22% for announcers. Technicians will work 48 hours weekly and announcers 42 hours under the new arrangement, which also provides for two weeks' vacation with pay and sick leave with pay up to 60 days annually.

At KEHE the technical staff, which had joined ARTA 100%, won an average increase of approximately 40%, with the minimum salary being raised from $35 to $49.35 weekly. This contract was signed Nov. 15 by Murray Grabhorn, manager of KEHE, and E. B. Roberts, representing ARTA.

In New York, ARTA is conducting negotiations with WOV and expects to have a contract within a few days. It has also organized the technical staff of WNEW 100% and that of WQXR 75% and will shortly start negotiations at these stations. For the engineers employed in the New York office of the Radio Division of the Federal Theatre Project, ARTA won a 50% wage increase, from $95.44 to $145 monthly. The contract was worked out by Harold Katan, chief organizer of ARTA's broadcast division, and Paul Edwards, New York administrator of WPA. The broadcast division of the union has moved its New York headquarters from the main office at 10 Bridge St. to a more central location at 800 8th Ave.

Other southwestern activity of ARTA includes the signing of technicians, announcers and continuity men at KBIX, Muskogee, Okla., and of the entire staff of KFXR, Oklahoma City, on a vertical setup. Negotiations are under way with the managements of both stations. At KLUF, Galveston, organization is in progress. Progress is also reported in Philadelphia where negotiations at WFIL will probably be completed within a few days, following which bargaining will commence at WIP.

NBC announces that members of its production staff will be called "directors" in recognition of their important contributions to its programs. The staff is headed by Director William S. Rainey.

BILL CARTWRIGHT — Manager of the Chicago office of William G. Rambeau Co., went quail hunting in southern Illinois near Albion over the Nov. 13 week-end and here he is all rigged up in his hunting outfit with his day's catch of quail and pheasant.

Honor Brand Test

HONOR BRAND Frosted Food Corp., New York, which recently appointed N. W. Ayer & Son Inc., New York, to direct advertising, is testing the Washington, D. C., market with participation in the *Home Forum* on WRC. Contemplated expansion to regional networks will depend on results of the test.

CAB February Convention

CANADIAN Association of Broadcasters will hold its annual convention at Ottawa Feb. 7-8, with headquarters at the Chateau Laurier. While the agenda has not yet been fixed, Secretary Arthur Evans stated exclusive representation will be one of the topics to be definitely discussed at the meeting. The convention is one of three held every year, and will be followed during the summer months with regional conventions of members in eastern and western Canada.

Lever in Dominion

LEVER Bros., Toronto (soap), has placed a 28-time 50-word spot campaign to run four weeks as a tiein with newspaper advertising for free towels on coupons from soap. The campaign started Nov. 22. The account was placed by J. J. Gibbons Ltd., Toronto, on CRCT CFRB CFRC CKTB CKSO CFCH CKGB CJKL CKPR CJRC CKX CJGX CKBI CFQC CHAB CJRM CJOC CFCN CJCA CJAT CJOR.

USE
WREC
Memphis'
1ST STATION
COLUMBIA NETWORK • 600KC
1,000 WATTS NIGHT — 5,000 WATTS DAY

SRCSRCSRCS

ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSION
(Broadcast Division)

NOVEMBER 13 TO NOVEMBER 26, INCLUSIVE

Applications . . .

NOVEMBER 15

WBRC, Birmingham—Mod. CP new trans., etc., increase D to 5 kw.

WGN, Chicago—Exp. auth. facsimile.

KOVC, Valley City, N. D.—License for CP change equip., power.

NOVEMBER 16

WCLE, Cleveland—Exp. auth. facsimile.

NEW, Jonas Weiland, New Bern, N. C. —CP 1370 kc 100 w unl.

WIND, Gary, Ind.—CP increase N to 5 kw, change antenna.

NOVEMBER 18

WPRA, Mayaguez, P. R.—Mod. license to unl.

WGTM, Wilson, N. C.—Vol. assign. license to WGTM Inc.

WGRM, Grenada, Miss.—License for CP as mod.

WFOY, St. Augustine, Fla.—CP change 1210 to 590 kc, increase N to 250 w.

KBPS, Portland, Ore.—Mod. license Sh. —KXL 1/7 time to unl. (contingent KXL change to 1110 kc).

NOVEMBER 22

WEAN, Providence—Mod. CP increase power, with license.

WMBS, Uniontown, Pa.—Mod. license from 250 D to 100 w 250 w D unl.

NEW, King-Trendle Brdcstg. Corp., Detroit—CP 1010 kc 250 w unl.

WLAP, Lexington, Ky.—CP change 1420 to 1270 kc, new trans., directional, increase 100 w 250 w D to 1 kw, move trans.

KTBC, Austin, Tex.—Mod. CP new station new trans., vert. antenna, amended re studio site, extended completion.

NEW, Spartanburg Herald-Journal Co., Spartanburg, S. C.—CP 1420 kc 100 w 250 w D unl., amended re trans. site.

WAPI, Birmingham—CP new trans., directional antenna, change 1140 to 1020 kc, 5 to 50 kw, move trans.

NOVEMBER 24

WRNL, Richmond—License for CP as mod.

WOLS, Florence, S. C.—License for CP new station.

NEW, Hal Brdcstg. Co., Camden—CP 1500 kc 100 w 250 w D unl.

WLAC, Nashville—CP increase to 50 kw amended to directional N.

WGCM, Mississippi City—CP move trans., studio, new antenna.

WAPI, Birmingham—Exp. auth. 1020 kc unl. directional N.

NEW, Star-Times Pub. Co., St. Louis—CP facsimile.

Examiners' Reports . . .

NEW, United Theatres Inc., San Juan, P. R.—Examiner Berry recommended (I-523) that applic. CP 570 kc 1 kw unl. be granted.

KQV, Pittsburgh; WSMK, Dayton—Examiner Dalberg recommended (I-524) that applic. KQV unl. time on 1380 kc 1 kw directional N be granted; that applic. WSMK for unl. time on 1380 kc 250 w 500 w LS directional N be granted.

WBZA, Springfield, Mass.; WDEV, Waterbury, Vt.—Examiner Hyde recommended (I-525) that applic. WBZA for CP 550 kc 1 kw unl. be denied; that applic. WDEV renewal license be granted.

NEW, Smith & Mace, Saranac Lake, N. Y.—Examiner Hill recommended (I-526) that applic. CP 1290 kc 100 w D be granted.

A Station's Standards

COMPLETELY indexed and covering every phase of broadcast station operation, a 28-page loose-leaf handbook on *Standards of Practice* was issued Dec. 1 by WTMJ, Milwaukee, said to be the first such volume ever published by a station. It outlines the duties of each official and employe of the station, covers hours and salary schedules, vacations, sick leaves, bonus, etc., lays down employment policies for officials and staff and sets forth salesmen's standards of practice. The book, according to Walter Damm, is invaluable for new people joining the staff and for reducing arguments between division employes. Copies may be obtained from Mr. Damm at WTMJ.

HONORED — Dr. Fred Schumann (center), of KMBC, Kansas City, has been awarded his doctor of philosophy degree in electrical engineering from Michigan U. He is assistant to Kenneth Krahl, studio director. Kenneth Cook (left), new operator, is a graduate in electrical engineering from Kansas State College. In the photo Dr. Schumann is patching a shortwave receiver to rebroadcast from the KMBC shortwave car.

Pratt Heads the IRE

HARADEN PRATT, vice-president and chief engineer of Mackay Radio & Telegraph Co., has been elected president of the Institute of Radio Engineers for 1938. He was chosen over Prof. H. M. Turner of Yale in the mail balloting in which most of the 5,000 or more members of the IRE participated. The honorary vice-presidency, which annually goes to a distinguished foreigner, was won by E. T. Fisk, managing director of Amalgamated Wireless Ltd. of Australasia. Three new directors named to serve through 1940 were C. M. Jansky Jr., former IRE president, consulting radio engineer of Washington; O. B. Hanson, NBC chief engineer, and E. W. Cunningham, president of RCA Mfg. Co.

Late News and Personal Notes

BURRIDGE D. BUTLER, publisher of *Prairie Farmer* and president of the Agricultural Broadcasting Co., owner of WLS, Chicago, has left for Arizona where he is spending the winter.

HELEN FERGUSON, head of the Hollywood publicity organization bearing her name, has returned to her desk after a five-week New York business trip. While in New York she appointed Marion Byram eastern representative.

VIRGINIA BARBER, Southern California radio writer, has joined the continuity and script department of Associated Cinema Studios, Hollywood.

MARTIN JACOBSON, formerly of WKY, Oklahoma City, on Nov. 22 was added to the announcing staff of WIND, Gary.

NBC-Chicago, which formerly had all legal matters handled by the network's staff in New York, has opened a legal division in Chicago under the direction of Joseph A. McDonald, who has been transferred from New York.

BUD RICE, formerly with *Cue Magazine*, has joined WNEW, New York, as night news editor, and Paul Kregg, from Benton & Bowles Inc., has joined the production department of the station.

SOLAR MFG. Co., New York, has issued a catalog describing its line of transmitting capacitors. Copies are available at the company's offices at 599 Broadway.

GEORGE NOBBS, formerly with WHN, New York, has joined the radio production staff of Ruthrauff & Ryan, New York.

FRED PFLUGFELDER, radio director, N. W. Ayer & Son Inc., New York, has changed his name to Fielding.

RUTHRAUFF & RYAN, Chicago, will shortly add a publciity division to its radio department, with three more writers to be added.

HAAN J. TYLER, who has been in charge of service and an account executive at John H. Dunham Co., Chicago, has been appointed radio director.

LESLIE W. PERRY has been added to the WROK, Rockford, sales staff.

RALPH NELMS, continuity editor of KWTO-KGBX, Springfield, Mo., married Miss DeLacy Hunt on Thanksgiving Day. Lonnie McAdams, formerly of NBC, New York, and presently an announcer on KWTO-KGBX, is featured in a variety program called *Macaroni Mac*, sponsored by Skinner's Macaroni.

TOM PROPHET of the merchandising department of KWTO-KGBX, Springfield, Mo., is the father of a baby girl, Mary Sally, born recently.

CECIL HALE, announcer and continuity writer at WFAA, Dallas, and Miss Marjorie Clare Hollenberg, of Cincinnati, were married in Cincinnati Nov. 16.

H. J. HEINZ Co., (57 Varieties) has placed a thrice-weekly three or four-minute series on local participating women's programs on 19 Canadian stations: CKLW CFCO CKPC CKTB CKOC CKCO CKSO CFCY CHNS CJCB CHRC CKCK CHAB CFQC CKY CFAC CJCA CJOR CJAT. The account, placed through J. J. Gibbons, Ltd., Toronto, runs from November to April.

CROWN COACH Co., Joplin, Mo., has placed a 15-minute, twice-weekly show on WMBH, Joplin, advertising bus transportation. Theme song of the show is: "Let Yourself Go". Copy follows the theme "Let Yourself Go Places in Crown Coaches". Transcriptions are used.

FINK & Co., N. Y., distributors of vitamin products, health foods and cosmetics, has named Alfred P. Zabin Adv. Agency, that city, to handle a test campaign. Radio may be used later.

WASEY PRODUCTS Inc., New York, on Nov. 30 started *Sun Dial* on WABC, New York. Program, featuring Arthur Godfrey, with John Salb at the organ, is piped direct from WJSV, Washington, where it has been a local feature for some years. New series will be heard three mornings a week from 8 to 8:15 a. m. It is sponsored by various Wasey subsidiaries: On Tuesday by R. B. Semler Inc., for Kreml hair tonic; on Wednesday by the Barbasol Co. (shaving preparation), and on Thursday by the Musterole Co.-E. W. Rose Co., for Musterole and Zemo remedies. Agency is Erwin, Wasey & Co. Inc., New York.

UNITED FACTORIES Inc., Kansas City (Heat King Oil Burner), has started a spot campaign on eight American and Mexican stations. No other stations will be added at the present time. Presba, Fellers & Presba, Chicago, is agency.

METROPOLITAN Life Insurance Co., New York, has appointed Young & Rubicam, New York, to prepare a new national campaign. No plans have been made as yet.

LIBBY, McNEILL & LIBBY, Chicago (100 Foods), on Jan. 3 will start a program dramatizing short-short stories of *Liberty* Magazine, to which the sponsor has exclusive air rights. Program is produced and placed by Transamerican Broadcasting & Television Corp., New York, on 7 or 8 stations, including WLW-Line stations WHN, WFIL, WLW. Some of the others will be transcribed. Present plans call for 3 quarter-hours weekly. Libby agency is J. Walter Thompson Co., Chicago.

BETTER VISION INSTITUTE, New York, has started its fall series of *Men of Vision*, RCA-Victor discs discussing the work of experts in optical science. Series runs 14 weeks and is broadcast on about 200 stations. While most of the stations are carrying the program on a sustaining basis, about 10% of them have sold the time to local opticians.

COLGATE-PALMOLIVE-PEET Co., Jersey City, N. J., is planning to transcribe *Myrt 'n' Marge*, now on CBS for Supersuds, and *Hilltop House*, also on CBS for Palmolive soap, for use on a group of stations thus far unspecified. Benton & Bowles, New York, is agency.

EDISON GENERAL ELECTRIC Appliance Co., Chicago (Hotpoint appliances), held a meeting for sales and distribution executives of the Eastern Seaboard at Hotel Pennsylvania, New York, Nov. 22-23. According to W. L. Sayre, New York district manager, the company does not plan a national radio campaign, but cooperates with dealers and distributors if they are interested in using radio. Transcriptions are prepared at the factory for use of dealers who request them for local placement. Agency is Maxon Inc., Chicago.

U. S. RUBBER Co., New York (tires) which has bought time on CBS from 9:30-10 p. m. on Wednesdays, is auditioning Ben Bernie and orchestra for the spot, but no signatures are on the line. Starting date is also still indefinite. Agency is Campbell-Ewald Co. of New York.

CAMPBELL CEREAL Co., Minneapolis (Malt-O-Meal) which has placed its business with Ruthrauff & Ryan, Chicago, will start quarter-hour transcriptions on 15 stations Jan. 3 with the possibility that 35 stations will be used. New show, *Jack Westaway Under the Sea*, will be broadcast from three to five times weekly.

GENERAL MILLS Inc., Minneapolis, is planning on starting a quarter-hour script show Monday through Saturday over CBS coast to coast starting the latter part of December. Knox Reeves Adv. Inc., Minneapolis, is agency.

URE DRUGGISTS, Cleveland, (independently-owned drug stores), has started daily 100-word announcements on WGN, Chicago, making the sixth station being used by the drug firm. Other stations are KMOX, WTAM, WJR, WTMJ and WBNS. C. Wendel Muench & Co., Chicago, is agency.

NETWORK ACCOUNTS

(All times EST unless otherwise specified)

New Business

HUMPHREY Homeopathic Medicine Co., New York (patent medicines), on Nov. 28 started *Martha & Hal* on 8 Mutual stations, Sun., 11-11:15 a. m.; Wed., Fri., 9:45-10 a. m. Agency: Biow Co., N. Y.

AMERICAN TOBACCO Co., New York (Lucky Strike cigarettes), on Dec. 8 starts *Your Hollywood Parade* featuring Dick Powell and other Warner Brothers talent on 74 NBC-Red stations plus KFWB, Wed., 10-11 p. m., for 52 weeks. Agency: Lord & Thomas, N. Y.

OXO Ltd., Montreal (Oxo beef cubes), on Nov. 16 started *Oxo Program With Clarence Hayes* on 4 NBC-Pacific Red stations, Tues., Fri., 9:30-9:45 a. m. (PST). Agency: Doremus & Co., San Francisco.

CANADA DRY GINGER ALE Co., N. Y., on Oct. 25 began 52 participations *Yankee Network News Service* weekly, to Feb. 14, 1938, on 12 Yankee stations. Agency: J. Walter Thompson, N. Y.

AMERICAN OIL Co., Baltimore, on Nov. 1 began 18 minute participations in *Musical Roundup*, 3 weekly, on 3 Yankee stations. Agency: Joseph Katz Co., Baltimore.

EUCLID CANDY Co. of Cal., San Francisco (candy bars), on Nov. 23 started for 13 weeks *Knox Manning* on 2 CBS California stations (KNX, KSFO), Tues., 5:30-5:45 p. m. (PST). Agency: Sidney Garfinkel Adv. Agency, San Francisco.

Renewal Accounts

REGIONAL ADVERTISERS Inc., New York (gas companies' cooperative), on Nov. 30 renewed for 26 weeks *Mystery Chef* on 17 NBC-Red stations, Tues. and Thurs., 11:45-12 noon (repeat 2:45). Agency: McCann-Erickson Inc., N. Y.

C. F. MUELLER Co., Jersey City, N. J. (macaroni), on Dec. 13 renews for 13 weeks *Kitchen Cavalcade* on 7 NBC-Blue stations, Mon. thru Fri., 10:45-11 a. m. Agency: Kenyon & Eckhardt Inc., N. Y.

CARDINET CANDY Co., Oakland (candy bars), on Dec. 5 renews for 13 weeks *The Night Editor* on 10 NBC-Pacific Red stations, Sun., 9-9:30 p. m. (PST). Agency: Tomaschke-Elliott Inc., Oakland.

FORD MOTOR Co., Detroit, on Jan. 2 renews for 13 weeks *Watch the Fun Go By* on 93 CBS stations, Tues., 9-9:30 p. m. Agency: N. W. Ayer & Son Inc., Philadelphia.

Network Changes

LUTHERAN LAYMEN'S LEAGUE, St. Louis (religious), Dec. 19 adds 14 Don Lee stations to *Lutheran Hour*.

UNIVERSAL
NEW DYNAMIC
MICROPHONE

Self energizing. Not affected by heat or climate. Impedance 33, 50, 200 or 500 ohms. Also high impedance direct to grid. Freq. res. 40-8000 C.P.S. Output -58 db.

Microphone Division
UNIVERSAL MICROPHONE CO., LTD.,
424 Warren Lane, Inglewood, Calif., U.S.A.

TRANSCRIPTIONS

NBC transcription division has announced a full-hour recorded version of *Taming of the Shrew*, Shakespearean comedy, as this year's Christmas gift to Thesaurus subscribers. The more than 220 stations subscribing to this recorded library service will receive this feature gratis in time for broadcasting during the holiday season. In previous years programs of hymns and carols and a dramatic version of Dickens' *Christmas Carol* have been distributed.

LUCIO VILLEGAS, prresident of Pan-American Radio Productions, Hollywood transcription and production concern, has been engaged by Walt Disney Studios to supervise and direct the Spanish version of *Snow White & the Seven Dwarfs*, now being filmed. He will also dub the voice of Grumpy, one of the principal characters.

FELIX A. MULGREW has joined the sales staff of Grombach Productions Inc., New York, program producer. Mr. Mulgrew, a lawyer, was formerly in the office of the district attorney of New York.

LIGGETT & MYERS TOBACCO Co., New York (Chesterfields), on Dec. 31 replaces *Hal Kemp* with *Paul Whiteman* on 81 CBS stations, Fri., 8:30-9 p. m. Agency: Newell-Emmett Co. Inc., N. Y.

MILES LABORATORIES Inc., Elkhart, Ind., on Nov. 29 added four stations to NBC-Red *Uncle Ezra* programs.

SKELLY OIL Co., Kansas City, on Dec. 5 shifts *Skelly Court of Missing Heirs* on CBS from Mon., 7-7:30 p. m., to Sun., 10:30-11 p. m.

NASH-KELVINATOR Corp., Detroit, on Dec. 4 adds 4 stations to *Prof. Quiz*, Sat., 9-9:30 p. m.

H. J. HEINZ Co., Pittsburgh (57 Varieties), on Dec. 2 starts new schedule for *Heinz Magazine of the Air* on CBS. Now heard three days weekly at 11:15-11:30 a. m., and two days at 11-11:30 a. m., will drop the extra quarter-hour on the latter two days, and will add new edition, Thurs., 3:30-4 p. m.

ACME WHITE LEAD & COLOR WORKS, Detroit (paints), on Nov. 21 changed their Sunday afternoon NBC-Blue program to 4:30-4:45 (CT) but will resume full half-hour schedule at the end of 13 weeks.

AMERICAN TOBACCO Co., New York (Lucky Strike cigarettes), on Jan. 3 renews Edwin C. Hill's *Your News Parade* on 93 CBS stations, Mon. thru Fri., 12:15-12:30 p. m. Agency: Lord & Thomas, N. Y.

HECKER PRODUCTS Corp., New York (Silver Dust, Golddust), on Nov. 30 renewed for 13 weeks *Beatrice Fairfax* on 38 Mutual-Don Lee stations, Tues. thru Fri., 2:45-3 p. m. Agency: BBDO, N. Y.

SIGNAL OIL Co., Los Angeles (oil and gasoline), on Nov. 14 renewed for 52 weeks *Signal Carnival* on 11 NBC-Pacific Red stations, Sun., 7:30-8 p. m. (PST). Agency: Logan & Stebbins, Los Angeles.

H. FENDRICK Inc., Evansville, Ind. (La Fenrich cigars), adds WEBC, KFYR, WDAY to *Smoke Dreams* over a split NBC-Red network Sun., 12:30 p. m. (CT).

E. FOUGERA & Co., New York (Vapex), on Jan. 7 will add WGN, Chicago, to the MBS hookup for *Let's Play Games*.

KWTO-KGBX, Springfield, Mo., is combining its studios in one building.

MAYFIELD KAYLOR, program director of KEHE, Los Angeles, has organized his own radio production unit under name of Mayfield Kaylor Radio Productions, and established offices at 1041 N. Las Palmas Ave., Hollywood. He will specialize in building shows for agencies and sponsors. Firm is now producing 60 one-minute dramatized transcriptions for Seven-Up Bottling Co. dealers represented by Beaumont & Hohman Inc., Chicago. Recordings Inc., Hollywood, is cutting the series with pressings by Allied Phonograph & Record Mfg. Co., that city.

F. W. HEMINGWAY, part owner of National Radio Programs Inc., Chicago production firm, is now exclusive owner of the firm, having bought out the part interest previously held by the Russel C. Comer Co., Kansas City. Paul Weikel, author of the direct-mail series, "Effective Letters", has been added to assist Mr. Hemingway. Sale of the *Adventures of Ace Williams*, transcribed series, is now being handled by National Radio Programs.

HARRY RIDGLEY, formerly of WEAN, Providence, and WXYZ, Detroit, has joined the production staff of Kasper-Gordon Studios, Boston, and is handling the Jordan Marsh Co. series, *Bobby & Betty in Santa Land*, thrice weekly on WAAB, Boston.

A THRICE-WEEKLY live talent program *Dream Time* on KEHE, Los Angeles, also transcribed by the Irving Fogel Radio Productions, Hollywood, has been taken for 52 episodes with option for additionals by Broadcasting Service Assn. Ltd., Sydney, for Australia and New Zealand. The deal was negotiated by Dr. Ralph L. Power, Los Angeles, American representative of the firm.

TITAN PRODUCTIONS, San Francisco, is cutting a series of transcriptions titled *Twenty-five Years Ago*. The series is being produced with KFRC staff announcers and actors, including Howard Duff, Toby Reed, Bob Bence, Art Van Horn, Joan Davis and Jack Edwards.

FIDELITY RADIO Pty. Ltd., Sydney, has bought the Australian rights to the entire 1937-38 transcription output of Radio Transcription Co. of America, Hollywood, according to C. C. Pyle, president.

BROADCASTING Service Assn. Ltd., Sydney, through its American agent, Dr. Ralph L. Power, Los Angeles, has acquired the rights in Australia and New Zealand to a new 26 quarter-hour series of *Wade Lane's Home Folks*, song and dialog programs, transcribed by Mertens & Price Inc. Los Angeles production concern. Broadcasting Service Assn. also has rights to the first 26 programs of the series.

WGCM, Mississippi City, Miss., regional station owned by P. K. Ewing, commercial manager of WDSU, New Orleans, has applied to the FCC for authority to move into Mobile, Ala.

"The Crystal Specialists Since 1925"

SCIENTIFIC
LOW TEMPERATURE
CO-EFFICIENT CRYSTALS

NOW $40.00 Each
Two for $75.00 Approved by FCC

Supplied in Isolantite Air-Gap Holders in the 550-1500 Kc. band. Frequency Drift guaranteed to be "less than three cycles" per million cycles per degree centigrade change in temperature. Accuracy "Better" than .01%.

Scientific
RADIO SERVICE
124 JACKSON AVENUE
University Park
HYATTSVILLE, MARYLAND

Is There A Doctor in the House?

There's always a *specialist* in our house, ready to *cure* your technical ailments; or, to perform a *major engineering operation.*

38 Years Professional Experience

—Special Appointment—
Civilian Radio Engineer U. S. Navy Dept. in 1919

Lieut. Comdr. Thomas Appleby, U. S. N. R., Pres. and Chief Engineer

★ Field Intensity and Station Location Surveys.
★ Directional Antenna Systems.
★ Allocation Problems.
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Merchandising & Promotion

Holiday Stunt — WCOA's Auto Show — Scholarship — Spots — Double Sales — Rubber Windows

JOHN C. JESSUP, time salesman of WTMJ, Milwaukee, has developed a new idea for merchandising Christmas toys which resulted in securing a substantial schedule from a firm not using the air. Realizing that all advertising appeals in the form of programs and exhibits to sell toys through children had been used up, he recommended addressing the advertising appeal to parents on the theory that they would react to a sales story which assured a sizeable discount on toys, especially in view of the business recession.

Kunzelmann-Esser Co., large furniture dealers with a toy inventory covering an entire floor, took quickly to the idea and bought a heavy schedule of 100-word announcements on WTMJ to sell parents "Christmas toys at discounts of 20 to 40%."

* * *

WOWO Brochure

WOWO, Fort Wayne, is mailing to agencies a folder on its live talent participating program the *Morning Roundup*. The folder's cover carries a picture of Herb Hayworth, the m. c., while other pages show pictures of a few of the 17 musical and comedy acts available for the program, and figures explaining results. The back stage has a map of the WOWO listening area, field intensity and mail response.

* * *

WCOA's Own Auto Show

WCOA, Pensacola, Fla., directly sponsored the local automobile show Nov. 5-7, believed to be the first time a station has staged an exposition of this type entirely on its own initiative. Henry G. Wells, WCOA manager, directed the event. Inquiring reporters and broadcasts of regular WCOA features from the floor were highlights of the event.

* * *

The Story of KMOX

THE *KMOX Chart Story*, a 56-page brochure in three colors, has been furnished salesmen of KMOX, St. Louis. The book contains the station's history, facilities, market data, and other information outlined in an attention-compelling form.

CAKE CUTTERS—On the second anniversary of the WOWO man-on-street program of Patterson-Fletcher Co., Fort Wayne, Mayor Harry W. Baals cut the cake. In photo are John Jackett, WOWO announcer; the mayor; Harry Fletcher, president of Patterson-Fletcher; Franklin Tooke, WOWO-WGL production manager.

Memory Books

DR. W. B. CALDWELL Inc., Monticello, Ill. (Dr. Caldwell's Syrup Pepsin), is giving away *Party Line Memory Books* on its *Monticello Party Line* transcribed programs broadcast on 61 stations. It contains biographical sketches of all the characters as well as household hints, gardening information, recipes and other data. During the past two years almost a million cook books have been sent to listeners requesting them. Cramer-Krasselt Co., Milwaukee, is agency.

* * *

The New Symphony

TO ADVERTISE the "great new NBC Symphony Orchestra, first full-size, full-time major orchestra to be maintained by an American broadcasting organization," which will broadcast over the combined Red and Blue networks each Saturday from 10 to 11:30 p. m., during the 1937-1938 concert season, NBC has distributed five post cards describing the series and picturing the orchestra and its conductors to each employe for mailing to his friends.

* * *

Dollars and Photos

AUTOGRAPHED picture of the cast goes to any listener who guesses the name of a "mystery" selection played during the *Mid-South Dinner Time Program* on WMPS, Memphis. Another bit of the show's promotion is the offer to the studio audience of a dollar for some item called for during the broadcast. First call was for a milk bottle cap and sure enough, there was a milkman in the crowd.

* * *

Dates for Charlie

STANDARD BRANDS Inc., New York (Chase & Sanborn coffee), is currently offering likenesses of Charlie McCarthy in return for dated labels of four coffee bags. The cardboard figure is 20 inches high, rolls its eyes and opens its mouth. Offer was first made on the NBC-Red network program on Nov. 7. J. Walter Thompson Co., New York, is agency.

* * *

Newspaper's Promotion

MERCHANDISE featured in the *Jimmie Allen* transcription series on WCBS, Springfield, Ill., are printed in the *Illinois State Journal*, Springfield, which has purchased 650 episodes of the serial. WCBS is not connected with the *Journal*. Agency is Russell C. Comer Adv. Co., Kansas City.

* * *

Briefs About WAIR

WAIR, Winston-Salem, N. C., has started publication of *WAIR Briefs*, a twice-a-month mimeographed letter devoted to talent, program, studio and commercial news about the station. It was conceived by Harman I. Moseley, Don Gardiner and Roger Von Roth.

* * *

From Case to Sponsor

WKY, Oklahoma City, has 3x5 foot display cases in the building housing its studios, featuring talent photos and advertising copy. Cards are changed monthly, being given to sponsors for display in store windows.

Response at WOR

MAIL RESPONSE at WOR, Newark, passed the one-million mark Nov. 15, bringing the total of letters and postal cards received by WOR so far this year to 1,000,384. This total includes responses to offers made on numerous commercial programs as well as artist fan mail, but does not include mail sent direct to sponsors. All-time high for daily mail receipts was set Oct. 1 when 23,751 pieces of correspondence were received by WOR as a result of a map offer made on the *Lone Ranger* program. The year's response to this program totals 141,836 mail requests.

* * *

Vie for Scholarship

WHITING MILK Co., Boston, sponsoring a quarter-hour junior high school dramatization of standard plays, is giving a scholarship in connection with the WAAB program. Promotion includes pamphlets, newspaper and magazine advertising. Audience votes decide best dramatized roles. N. W. Ayer & Son Inc., the agency, will prepare a script suitable to winners acting in semi-finals and finals. Votes are mailed or left in a milk bottle on the doorstep. Students are treated to milk and crackers.

* * *

KGLO Does a Good Job

SAME OLD story in an attractive way is told by KGLO, Mason City, Ia., in its blue and silver and gold promotion booklet called "The First 200 Days". For one thing, the booklet is well organized with the smallest details of coverage and market data emphasized concisely. For another thing, the booklet has an attractive ring binding and its photographs of station personnel and programming are clear and candid.

* * *

Remote Christened

WWVA, Wheeling, has christened its new mobile unit "Little WWVA". It headed the procession in Wheeling's annual Christmas parade Nov. 26 with the station's announcers describing proceedings along the line of march. At a predetermined point the mobile unit pulled out of line and broadcast the remainder of the parade as a "stationary" station.

* * *

A Typical Survey

ROSS FEDERAL Research Corp., New York, has released a new 37-page radio coincidental report representing a typical survey conducted for a radio station. Titled *Report to Your Radio Station*, it is available to all broadcasters. Approximately 275 stations already have requested the report.

AWARD—W. A. Schudt Jr., manager of WBT, Charlotte, displays the plaque awarded the station by the Charlotte Junior C. of C. for "outstanding civic contributions" during the year. The station's new motto is "Showmanship Station of the Nation."

BEAUTY—This cosmetic booth in a Kansas City department store is the scene of a daily broadcast on WHB, with women being interviewed by Dick Smith.

Always Open

"CHICAGO latchstrings are always out to WENR programs" is the title on the cover of a new folder just issued by the NBC-Chicago sales promotion department under the direction of Emmons Carlson, NBC sales promotion manager in Chicago. The cover design shows a door with a piece of string knotted through the perforation, representing a latchstring. The brochure lists 46 outstanding NBC-Blue network and local Chicago programs having WENR-WLS outlets.

* * *

Anonymous Advertising

IN ITS spotlight advertising in newspapers, Hyde Park Breweries, St. Louis, has no sponsor identification whatever, merely calling attention to the show on KMOX. The sponsor is identified in the program only at the start and finish. Some 2,500 engraved invitations to listen were sent symphony orchestra subscribers and again the identification was omitted.

* * *

First Spot Doubles Sales

THE first commercial devoted to a particular department by Grum Bros. Furniture Co., of Seattle, doubled sales of the rug division during the week following, according to KJR, Seattle. The store sponsors *Are You a Writer*, a contest in which prizes are offered for best weekly radio dramatic scripts. Ann Newman Agency, Seattle, created the program.

* * *

Northwest Survey

COMPLETE with a field strength survey map over which fits a transparent sheet recording this year's mail count, an attractive promotion brochure has been published by KFBB, Great Falls, Mont. The essential facts of coverage and market are included in the folder's well-written copy.

* * *

Gillette's Windows

GILLETTE RUBBER Co., Eau Claire, Wis. (tires and tubes), is placing placards in all dealers' windows in the Midwest calling attention to its new program, *Home Town Memories*, broadcast over WLS, Chicago, Saturday nights. Cramer-Krasselt Co., Milwaukee, is agency.

* * *

On Childs Menus

LITTLE 2x4 yellow tags are clipped to all menus in Childs New York restaurants each Monday, Wednesday and Friday to call attention in bright green ink to *The Musical Chefs*, a quarter-hour program on WOR, Newark.

* * *

A Yard Wide

KLZ, Denver, has distributed a huge brochure about a yard wide and done in red and blue to boost its program and advertising features.

XUM

ZENITH RADIO CORPORATION

6001 DICKENS AVENUE

CHICAGO

OFFICE OF
E.F. McDONALD, JR.
PRESIDENT

November 8, 1937

Radio Station WLW
Cincinnati, Ohio

Gentlemen:

As you know, we have been on a coast-to-coast network using 69 stations each Sunday night from 10:00 to 10:30 Eastern Standard Time since September 5.

Your station WLW has done such an outstanding job for us that I just cannot let it pass unnoticed; therefore this letter.

Our program, as you know, is on the subject of Telepathy and Extra-Sensory Perception. On September 19 we offered to send gratis to anyone making the request, a booklet giving an outline of our subject -- Telepathy. There were no prizes offered -- no premiums. The audience was required to send in nothing but a letter or a postal card. The announcement was made only once over each one of the 69 stations and the audience was requested to address us in care of the station to which it was listening.

From your station WLW we received 25.9% of all the responses sent in to the 69 stations. This is outstanding and you are to be complimented on the popularity and responsive audience of your station.

Sincerely yours,

E.F. McDonald, Jr.
President

EFM*GP

XUM